

David Keady | User Experience Designer

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PROFESSIONAL SUMMARY

Senior UX Designer with 20 years of experience leading end-to-end design for high-traffic consumer and enterprise platforms, including a B2B e-commerce system generating nearly \$2 billion in annual revenue. Proven ability to translate complex business requirements into intuitive, accessible, and revenue-driving digital experiences across web, mobile, and kiosk. Deep expertise in user research, information architecture, interaction design, and cross-functional leadership within agile product teams at Fortune 500 companies including Disney, Microsoft, ADP, and Genuine Parts Company. Known for bridging design, product, and engineering to ship measurable business outcomes.

CORE COMPETENCIES

User Research & Testing | Information Architecture | Interaction Design | Design Systems | Wireframing & Prototyping | Accessibility (WCAG) | Responsive Design | Journey Mapping | Persona Development | Usability Testing | Cross-Functional Leadership | Stakeholder Management | Design Thinking | Agile/Scrum Collaboration

AI & Emerging Tech: Human-AI Interaction Design | AI-Assisted Design Workflows | Generative UI Prototyping | Conversational/Chatbot UX | AI-Powered User Research Synthesis | Prompt Engineering for Design Tools

Tools: Figma (incl. AI features), Sketch | Axure | InVision | Adobe Creative Suite | Miro | Claude | Maze | ChatGPT

PROFESSIONAL EXPERIENCE

Genuine Parts Company (NAPA) | Senior User Experience Designer

Atlanta, GA | 2018–2025

- Led UX design for PROLink, a B2B after-market auto parts platform generating nearly \$2 billion annually, partnering with product managers, developers, and stakeholders to redesign product listing pages, product detail pages, the homepage, and account management flows.
- Directed end-to-end UX design for NAPAOnline.com, a national B2C e-commerce channel, delivering wireframes and prototypes that improved usability and accessibility for the ~5.6M – 9.9M monthly visitors.
- Extended and applied design system components, patterns, and style variables across new and existing PROLink experiences using auto layout, variants, and shared libraries, maintaining visual and functional consistency across multiple products.
- Built and refined reusable Figma components to fill gaps where existing system patterns fell short, keeping files organized and development-ready to accelerate engineering handoff and reduce design-to-build rework.
- Conducted user testing, persona development, and journey mapping across multiple projects, uncovering insights that reduced task friction and informed roadmap priorities for cross-functional product teams.
- Defined information architecture and interactive prototypes across web and mobile, improving overall user satisfaction scores by 22% and reducing support tickets tied to navigation confusion.

ADP | Senior User Experience Designer

Alpharetta, GA | 2017–2018

- Designed next-generation payroll experiences alongside product owners, UX leads, researchers, and developers, translating complex payroll logic into intuitive self-service workflows for enterprise HR users.
- Built and launched a web and mobile paycheck calculator tool, simplifying a historically confusing process into a guided, error-resistant experience.
- Produced process flows, interactive prototypes, and wireframes in Angular-based environments, accelerating developer handoff and reducing design-to-build rework.

Walt Disney Parks & Resorts Digital | Senior Interaction Designer

Glendale, CA | 2014–2016

- Designed the reservation and itinerary booking experience for DisneyCruiseline.com, streamlining a multi-step booking flow to increase completion rates and reduce guest drop-off.
- Led the redesign of WaltDisneyWorld.com's profile management system, improving account setup clarity for millions of annual site visitors.
- Directed UX design for WOW Dine Preorder across mobile, POS kiosk, and web, unifying the ordering experience across three distinct platforms to reduce guest wait times.
- Coordinated design delivery across distributed teams in Argentina, India, Orlando, and Seattle, maintaining consistent UX quality across a global, always-on production pipeline.
- Maintained and evolved the pattern library and component documentation, auditing existing patterns for consistency and usability, and retiring outdated components to keep the system reliable for designers and developers building on it.

DAVID KEADY

PROFESSIONAL EXPERIENCE (cont.)

Warner Bros. Entertainment Group | Senior User Experience Designer

Burbank, CA | 2014

- Shaped creative strategy and UX direction for entertainment digital properties, guiding concepts from initial ideation through final execution.
- Mentored and directed a design team through the concept-to-completion process, ensuring creative consistency across deliverables.

Capital Group Companies | Senior User Experience Designer

Los Angeles, CA | 2011–2013

- Owned the full UX lifecycle, from user research through usability testing, for financial platforms used to view and manage investment information across multiple user types.
- Delivered UX research plans, task analyses, and findings reports that directly informed design decisions for high-stakes financial workflows.
- Produced process flows and wireframes that translated complex financial data into clear, actionable interfaces for retail and institutional investors.

Microsoft | Senior Information Architect

Redmond, WA | 2010–2011

- Designed information architecture and UI for mobile point-of-sale devices, translating retail operational needs into streamlined interfaces for in-store staff.
- Conducted contextual inquiry, task analysis, interviews, and card sorting to define IA structures grounded in real user behavior.
- Led UX design for the e-commerce Windows Phone 7 Microsoft Store application, contributing to a flagship mobile commerce launch.
- Managed project schedules and requirements definition across multiple concurrent design initiatives.

Walt Disney Parks & Resorts Online | Senior Information Architect

Glendale, CA | 2007–2010

- Designed web and mobile trip-planning, reservation, and vacation management experiences across six major Disney properties, including DisneyWorld.com, Disneyland.com, and DisneyCruiseline.com.
- Produced sitemaps, process flows, wireframes, and use cases that guided cross-functional creative teams through projects ranging from two months to two years in scope.
- Partnered with external vendor teams, including Sapient, Accenture, and Union Studios, to align UX standards across outsourced production work.
- Led usability testing using interactive and paper prototypes to validate design decisions before development.

Juice Wireless | User Interface Designer

Los Angeles, CA | 2006–2007

- Designed social networking experiences across web, client-based mobile, and WAP platforms, an early leader in mobile-first social product design.
- Produced sitemaps, process flows, and wireframes that translated product requirements into scalable UI structures.
- Led usability testing across web and mobile touchpoints, refining designs based on direct user feedback.
- Defined the visual design language and look and feel for the web and mobile product suite.

EDUCATION

Art Center College of Design | MFA, Media Design | Pasadena, CA

The Art Institute of Boston | BFA, Illustration | Boston, MA