

David Ajamiseba

Senior UX/UI Designer | Product Strategist

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SUMMARY

Senior UX/UI designer and product strategist with 10+ years of experience across B2B SaaS, media tech, civic tech, healthtech, and fintech: video production, distribution, and analytics platforms, HCM and payroll products, and government identity apps used by millions.

Player-coach: led a 4-person team while hands-on in Figma, from discovery through AI-assisted design and prototyping to front-end code.

CORE SKILLS

PRODUCT & UX Product Strategy · Product Discovery · End-to-End Product Ownership · UX/UI Design · Interaction Design · Information Architecture · User Research · Usability Testing · Prototyping · Video Production Workflows · Content Distribution & Analytics

SYSTEMS & LEADERSHIP Design Systems · Design Tokens · Component Libraries · Design System Governance · Accessibility (WCAG 2.1) · Cross-Platform Design · Developer Handoff · Design Leadership · Design Critique · Design Ops · Mentorship · Stakeholder Management · Agile/Scrum

TOOLS & AI Figma · FigJam · Figma Make · Claude · Claude Code · Cursor · Agentic AI Tools · Generative AI Prototyping · Framer · Webflow · Miro · Maze · UserTesting · LogRocket · Jira · Notion · Adobe Creative Cloud · HTML/CSS · React

EXPERIENCE

Senior UX/UI Designer – Independent Consultant | New Orleans, LA (Remote) | 2026 - Present

- **Texas DPS / Go-Validate:** Designing and strategizing the Texas DPS online license renewal platform with remote identity verification, owning visual identity and design systems.
- **Mississippi DPS / Go-Validate:** Designing and strategizing Mississippi Wallet, a digital license, permit, and vehicle registration app, owning visual identity and design systems.
- **Patriots Disability Associates / LookFar Labs:** Designing and strategizing an AI-assisted VA disability claims platform, matching veterans with attorneys, lay witnesses, and physicians.
- **ORDR:** Designed UX/UI, digital marketing, and trade show collateral for an AI-avatar microsite for a healthcare cloud platform.

UX/UI Design Manager, Senior UX/UI Designer – Netchex | Covington, LA (Remote) | 2023 - 2025

- Led a 4-person UX/UI team as a player-coach: set direction, ran critique, stayed hands-on in Figma with Product and Engineering.
- Owned UX/UI design and product strategy for OneScreen Payroll, replacing fragmented payroll prep with one readiness dashboard for 4,500+ organizations: 15-minute payroll runs, up to 46% fewer errors.
- Redesigned Time & Attendance for multi-location workforces: 16 hours/week saved in HR admin, 67% fewer shift no-shows.
- Scaled a Material Design-based system across 12 HCM products, replacing legacy UI with one design language.

Lead UX/UI Designer, Product Strategist – Cyrano Video | Atlanta, GA (Remote) | 2018 - 2023

- Sole designer across 16 products for a B2B healthcare video SaaS; helped lead product strategy with the CEO and CTO.
- Drove the product strategy to shift distribution from a legacy YouTube-style app to branded share pages sent through email, contact lists, and social, meeting viewers where they already were: 750% more social engagement, 1,050% more shares per post.
- Architected the video pipeline end to end, from pre-production storyboards and production in the Cyrano Studio app to post-production collaboration, distribution, and analytics: 30-minute physician sessions, 67% lower cost than traditional videography.
- Built the design system from scratch, with algorithmic theming generating accessible palettes from each client's branding.

Senior UX/UI Designer, Contract – ENVOG | Baton Rouge, LA (Remote) | 2017 - 2018

- Led UX/UI design and product strategy for LA Wallet, the nation's first legal digital driver's license, serving residents, law enforcement, and age-restricted venues: 2M+ users, 75% of Louisiana drivers, 250+ TSA checkpoints, 4M+ verified transactions, 0 reported fraud.
- Designed Louisiana's Wildlife and Fisheries Self-Clearing Permit app for iOS and Android: 15% of LA Wallet users link outdoor credentials to report harvests and tags natively.

ADDITIONAL EXPERIENCE

UX/UI Designer, Contract - Ansible / Red Hat (2017) | UX/UI Designer - MUMMS Software (2014 - 2015) | Associate Creative Director, Digital - RapJab | Senior Art Director, Digital - Peter Mayer Advertising

EDUCATION & AWARDS

BFA, Graphic Design - Loyola University New Orleans | 2 Adobe Site of the Day | 2 Gold ADDY Awards