

David Elliott

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Design and digital product leader with 15+ years spanning UX, front-end development, and team leadership. I build the systems that help teams deliver: design systems, delivery processes, and the internal tools that make work visible. I've led UX for Michigan's largest health system, set product design direction at a cybersecurity startup, and now run an agency web team through a process and platform transformation.

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HEAD OF WEB (MARCH 2026 - PRESENT)

- Lead the agency's web team of developers, project owners, and project managers, delivering WordPress, Statamic, and custom application work for clients in professional services, healthcare, and nonprofit.
- Designed a new operating model for the web team, with clear phases from ideation through scope, plan, and execution, gates between them, and redefined roles, and gained leadership buy-in to roll it out.
- Restructured sprint ceremonies and EOS meetings (L10s, pre-planning, retros) around delivery teams, so retrospectives inform the next sprint and accountability stays with the people who can act on it.
- Designed and built Flowsight, a capacity-forecasting and project-health dashboard that combines BigTime, Jira, and Teamwork data into one view of team utilization, sprint delivery, and budget risk.
- Built a Figma-to-WordPress design token pipeline that lets designers reskin a shared component foundation instead of rebuilding each site, shortening timelines for smaller engagements.
- Led platform modernizations: a block-based rebuild for an accounting firm client, an incremental migration of a legacy CMS to Laravel/Statamic, and a rebuild of an internal fitness-challenge app as a containerized React/Node product.
- Help lead an agency-wide AI initiative, championing AI-assisted development and workflows on the web team.
- Support new business through RFP responses, estimates, and scoping.

TestifySec, Inc.

DIRECTOR OF UX & DESIGN (OCTOBER 2023 - JANUARY 2026)

- Defined and executed UX strategy across the organization, balancing strategic oversight with hands-on design of prototypes, interaction flows, and design systems.
- Partnered with engineers, designers, and executives to shape product experiences, mentor teams, and translate complex requirements into actionable roadmaps, including a UX workshop with Lockheed Martin that strengthened client relationships.
- Oversaw and unified the company's branding across digital platforms and marketing assets, elevating brand presence and supporting go-to-market strategy.
- Collaborated with leadership to validate product-market fit, leveraging user insights and iterative design experiments to accelerate adoption.

Corewell Health

LEAD UX DESIGNER (JUNE 2021 - OCTOBER 2023)

- Directed UX design for enterprise-scale healthcare platforms, producing wireframes, interactive prototypes, personas, and journey maps that improved patient portal adoption and digital engagement.
- Led the redesign of corewellhealth.org, modernizing information architecture and navigation for Michigan's largest healthcare system and aligning UX strategy with digital transformation goals.
- Drove the rollout and evolution of Corewell Health's design system across web and mobile, and mentored a team of designers through weekly reviews, feedback, and skill development.
- Championed accessibility standards (WCAG/ADA), ensuring patient-facing platforms were inclusive and compliant with healthcare regulations.

SPARK Business Works

SENIOR UX DESIGNER (JULY 2019 - JUNE 2021)

- Established UX practices and design standards, mentored junior designers and engineers, and developed interactive prototypes that secured new business.
- Led an enterprise website redesign that improved load speed, accessibility, SEO, and conversions, and directed creative vision for an internal rebrand.

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UX/UI DESIGNER & FRONT-END DEVELOPER (SEPTEMBER 2010 - JULY 2019)

- Delivered end-to-end design and development for websites, brand identities, mobile apps, and digital campaigns, partnering with stakeholders to align roadmaps with business objectives.
- Established front-end and accessibility standards that were adopted across the agency.

Spearia

DESIGNER & FRONT-END DEVELOPER (JANUARY 2009 - SEPTEMBER 2010)

INDEPENDENT WORK

Pitch In · Founder · pitchin.house

Designed and built a multi-tenant household finance and chores app, live in early access with real households. Next.js, Postgres row-level security for tenant isolation, two-factor auth, and per-member visibility controls.

nimble giant · Co-Founder · nimblegiant.co

Formalized my freelance practice into a design, development, and AI-adoption partnership with two former colleagues. Led brand and product design, including the launch of Ailloy, an open-source package manager for AI instructions.

Freelance · heydavidelliott.com

Ongoing branding, web design, and development for small businesses and organizations, including WordPress performance work for a WooCommerce and membership site.

SKILLS

UX/UI · Design Systems · Interactive Prototypes · Journey Mapping · Design Workshops · Branding & Identity · Creative Direction · Front-End Development · Accessibility (WCAG/ADA) · Content Strategy · Team Leadership · Agile & Sprint Operations · Project Management · AI-Assisted Development · AI Consulting