

DAVID “DOVID” KAPLAN

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UX/UI Designer • Accessibility Specialist

Philadelphia, Pennsylvania

Full-stack developer • Leader

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Summary

To apply my cutting-edge knowledge and extensive experience creating intuitive, engaging data-visualization experiences while strategically contributing to a team of highly motivated and talented designers on enterprise-level data-intensive projects.

Experience

Freelance Consultant
June 2021 – Present

Universiti Labs LLC, Fort Myers, Florida (Self-Employed)

As a freelance consultant, I have worked in numerous roles for a variety of clients including:

- Deloitte, LLC – Design lead, conducted design sprints, research, and prototypes.
- PricewaterhouseCoopers – Lead data-visualization prototype designer.
- GE Healthcare – Lead prototype designer. Research, wireframes, mockups, prototypes.
- MMIT (Managed Markets Insight & Technology) – Lead prototype designer.

Principal Designer
July 2020 – March 2021

Second Front Systems

At Second Front Systems, I led and managed a team of other designers, as well as, developed and executed strategies that further engaged customers in a user-centered, data-driven experience.

Additionally, I was:

- Working with other managers and executive team members to develop and hone a dataviz road map for the current product, Atlas Fulcrum.
- Working internally and with outside vendors to acquire, mentor, train, and retain top-tier talent.
- Analyzing current deployments and delivering an outstanding data-rich dashboard user experience using current and trending UX methodologies and design techniques.

Senior UX Designer
Nov 2018 – April 2020

3GTMS, Inc.

As the senior designer, I leveraged my experience and skills efficiently and pragmatically putting into practice user-centered design principles while managing different projects. Daily, my functions included:

- Designing and creating wireframes, flows, and dashboard prototypes for a cloud-based, multi-tenant logistics application using Figma and Axure RP.
- Creating working front-end code in HTML, CSS, and Javascript.
- Conducting and presenting usability studies and research reports while working with the executive team.
- Working with developers to implement designs in an efficient manner.
- Strategizing with Director of Technology in planning and delivery sessions.

Senior Consultant
April 2018 – Oct 2018

Johnson & Johnson (Aetna)

Working on Johnson & Johnson's LifeScan team, I was brought on to rapidly create designs and prototypes for their OneTouch Reveal mobile diabetes tracking application. My functions included:

- Creating a mobile platform for data visualization wireframes, flows, and designs in Figma, Photoshop, and Illustrator.
- Consulting on design strategies concerning FDA 510k medical device submissions and approval.
- Used Axure RP 8 and Figma to craft high-fidelity, interactive data-visualization prototypes for mobile device user testing.

Senior Consultant
April 2017 – April 2018

Optum Technologies (dotSolved)

Provided user experience and user interface guidance and prototypes for Optum Technologies's patient management healthcare system. Consulted with peers and senior management to help evolve their product into a streamlined, integrated application.

- Designing and creating wireframes, flows, and prototypes for a cloud-based, multi-tenant patient assessment application using Figma and Axure RP.
- Creating working front-end code in HTML, CSS, and Javascript.
- Conducting and presenting usability studies and research reports while working with the executive team.

Senior UX Designer
April 2014 – Feb 2017

Oracle Corp

Converted from a contract to permanent employee.

Senior UX Design
Consultant
April 2013 – April 2014

Oracle Corp

Worked with the Prime Experience team on creative deliverables, essential product development direction, and customer-centered user advocacy. Most works involved:

- Axure RP, Sketch, FramerJS, Invision, and other applications to create functional, interactive, high-fidelity data-visualization and dashboard prototypes for cutting-edge, next-generation web and mobile applications and products.
- Performing usability testing, focus groups, and strategic research to increase KPIs.
- Conducting user research and design sprints to facilitate strategic planning.
- Using Adobe Suite and Figma to create accessible icons, UI elements, application templates & mockups.
- Accessibility leadership unit accessibility compliance initiatives, development, and design.
- Worked with UI developers to resolve complex UI development problems for both mobile and web platforms including responsiveness, interaction, and technical issues.

Education

Bachelor of Arts, Business

Degree Candidate

Harvard University

Skills

- UX/UI Design
- Design Strategy
- Figma
- HTML/CSS/JavaScript
- PHP / SQL / JAVA / Python
- Tableau
- Adobe CC Suite
- WAI-ARIA, WCAG, and §508
- Usability Testing
- 2D/3D Data Visualizations

