

Dave Gillett

ROLE	Senior Product Designer
PRACTICE	I came up through graphic design — street work, corporate marketing — and eventually became obsessed with why people behave predictably in some contexts and surprise you in others. That discovery loop became my product practice: sixteen years across SaaS, benefits, and construction platforms, most recently designing and building a compliance-first mobile product end to end.
DOMAINS	B2B SaaS · Construction tech · Employee benefits · Fintech and regulated products · CRM
PLATFORMS	iOS · Android · Responsive Web
AI PRACTICE	AI Product Design · Directing AI-Assisted Builds · Technical Direction and Spec Writing · AI-Assisted Design
DESIGN	Product Design · Information Architecture · Content Modeling · Design Systems · User Research · Interaction Design · Prototyping · Motion Design · Journey Mapping · Multi-audience Systems
LEADERSHIP	Team Leadership · Design Management · Design Mentoring · Product Strategy · Stakeholder Alignment · Cross-functional Collaboration · Design QA
TOOLS	Figma · Notion · Jira · Adobe Creative Suite · Claude · Claude Code
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EXPERIENCE / 5 RECORDS

01	2026 – PRESENT	Own the Script PRODUCT DESIGNER · MOBILE · FINTECH / MORTGAGE COMPLIANCE · NIFLI LLC · Designed and built a mobile app end to end — strategy, research, UX, UI, design system — that turns a mortgage loan officer's single nervous read into a captioned, branded, compliance-checked vertical video · Designed a 19-rule compliance layer to behave like a seatbelt rather than a police stop, flagging risky language against TILA/Reg Z, the MAP Rule, UDAP, and fair-lending law before publish, with logged overrides and automatic NMLS and Equal Housing disclosure stamping · Directed an AI-assisted build the way a design director runs a studio team — owning every product, UX, and scope decision while taking a native app with an on-device video pipeline from Figma to a working build in two months · Built a designer-owned caption system — twelve self-authored presets with no third-party licensing dependency, driven from one source of truth into an on-device renderer · Repositioned the product after competitive research disproved the original differentiator, relocating the moat from the feature set to the compliance layer
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Efficiently

SENIOR PRODUCT DESIGNER · B2B SAAS · CONSTRUCTION TECH · REMOTE

- Owned end-to-end design of the platform from 0 to 1 across 26+ releases — discovery, problem framing, information architecture, prototyping, and implementation support with engineering
- Grew the platform from a finish-and-item selection tool for interior designers into a system managing entire construction projects: takeoff measurement, supplier catalog, finish schedules, bidding, document aggregation, change orders, and a client approval portal
- Architected a persistent data system that turned plan changes from hours of manual tracking across item schedules, product books, and project records into a minutes-long update that propagates to every connected module
- Designed a canvas-based Product Book Creator that cut client-ready document creation from days in Photoshop/InDesign/Excel to a couple of hours, giving interior designers full layout control without specialist tools
- Designed a client-facing approval portal for product selections, extending the platform to a second audience: homeowners with no industry vocabulary, reviewing decisions made by professionals
- Designed and built a working prototype of an AI-assisted in-person selection system — listening to the live designer-client conversation and surfacing matching items from the supplier catalog for the client to review in the moment
- Identified the complexity ceiling on the self-serve model as the platform's density grew, informing the company's move from a user-managed product to an internally-delivered service
- Led design with a team of 9 under my direction — 2 lead designers, 4 associate and junior designers, a project manager, and 2 development leads — owning all UI/UX while staying hands-on in the design work

Passport Unlimited

UX/UI PRODUCT DESIGNER · EMPLOYEE BENEFITS SAAS · ENTERPRISE CLIENTS

- Designed and shipped the customer-facing digital product — iOS and Android apps, responsive web portals, and corporate websites — reaching over 500,000 employees across 80+ enterprise clients including Google, Microsoft, Oracle, Intel, Apple, and T-Mobile
- Established the design guidelines and best practices that governed product development cycles and customer-facing systems company-wide
- Designed motion and interaction detail across mobile and web surfaces, defining how the product moved rather than only how it looked

Soro Software

FREELANCE PRODUCT DESIGNER · CRM SAAS · CONTRACT

- Designed a responsive CRM and onboarding experience for first-time users — sales teams with no prior CRM vocabulary — grounded in research sessions, journey mapping, and personas
- Product reached adoption across retail locations throughout the Seattle area; the company was subsequently acquired

Passport Unlimited

LEAD GRAPHIC DESIGNER · BRAND & MARKETING DESIGN

- Managed design across 800+ merchant accounts, creating and developing the marketing campaigns for each
- Refreshed brand guidelines and designed all in-house marketing and company-wide sales materials, establishing a consistent visual identity across channels
- Promoted into product design after growing the role from the inside — the company created the product design function around work already being done