

SUMMARY

A collaborative, transparent, and objective UX leader that is outcomes-driven with a platform- and product-driven mindset. A visionary thinker and key problem solver that builds effective design teams and strong, trusting relationships with colleagues across departments and at all levels in the organization. Excellent communication and presentation skills.

BACKGROUND

Minneapolis Community and Technical College

General studies, Computer Graphics and Animation

U.S. Navy

Machinist's Mate 2nd Class, Submarine Qualified, Honorably Discharged

CONTACT

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EXPERIENCE

Director of User Experience | Level2, 2021-2024

- Major redesign of member app with conceptual wireframes, flows, and interaction details for increased member engagement
- Production of accessibility guidelines and content technical details for improvement of development efficacy and release timing
- Collective planning for usability testing and assembly of prototypes

Director of User Experience | Uncommon Giving, 2020-2021

- Collaborated closely with executive team for all platform UX improvements and related marketing efforts
- Fostered corporate growth of user-centered design with inclusion of user research, surveys, heat maps, and analytics analysis to guide design and development

Lead Product Designer | Contract, 2019-2020

- **U.S. Bank:** Product and UX design with internal user working sessions for more standards-based UIs, interactions, and concise data display for Freight Payments applications and dashboards
- **Best Vendors:** Complete user-focused redesign of client portal for Canteen Corporation (nation's largest vending machine services company) with effective data visualization, improved task efficacy, and simpler order management for internal admins
- **Target Corporation:** Major revamping of workflow process from emailed spreadsheets to centralized data and user task-focused flows and UI. Conducted user interviews and worked closely with product owners and development team to shape the initial UI for the Presentation portion of Target's Space & Presentation Product Team's system.

Digital UX Manager | Allianz Life Insurance, 2016-2018

- Strategically guided user research and user-centered design across all Digital Solutions initiatives and managed four designers and five front-end developers
- Established trusting and collaborative working relationships between the UX team and Marketing, Compliance, IT, and Operations for ongoing successful product and project deliveries across nine product teams

EXPERIENCE (continued)

UX Lead, Consumer Applications | RedBrick Health (Contract), 2014-2016

- Champion of the consumer experience for continued development and optimization of RedBrick's enterprise-level health and wellness platform
- Fostered productive collaboration with Product, Content Strategy, Design, and Technology teams to successfully deliver initial product rollouts and updates
- Effectively distilled the essence of the existing desktop Consumer Portal experience and created user flows, wireframes, and interaction details for first iOS mobile app
- Researched, designed, and prototyped interaction details for conversation-based UIs

Senior User Interaction Designer | Optum (Contract), 2014

- Refactored in-progress member-facing projects with a user-centered design perspective and optimized those experiences with direction for copy, addition of key details in search results, and responsive layout design

Senior User Experience Design Manager | Ameriprise Financial, 2009-2014

- Developed and guided the long-term, online user experience vision for the ameriprise.com secure client site, advisor-facing sites and applications across multiple business units
- Managed and mentored junior team members and directed contractors
- Led user-centered design and architecture for new Advisor Website Platform that enabled over 8,000 individual advisors to successfully manage pages and robust content for their own websites

Partner, Information Architect, Developer | Pixel Driven Media, 2004-2012

- Strongly collaborated with clients and design and development teams at Twin Cities' agencies and corporations
- Successfully delivered UI design, UX design artifacts, CMS development, and content administration documentation for websites and interactive kiosks