Dave Marsee

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DESIGN DIRECTOR | PRODUCT & UX LEADER | 0→1 INCUBATION | FINANCIAL SERVICES | MULTI-PRODUCT ECOSYSTEMS

Design leader with 20+ years of experience building and scaling digital products across fintech, SaaS, and complex, regulated industries. Expert in 0→1 product incubation, multi-vertical strategy, design systems, and cross-functional leadership. Known for bringing clarity to ambiguity, elevating craft, and delivering measurable business impact. Experienced in leading teams, shaping product vision, and connecting multi-product ecosystems into cohesive, high-trust experiences.

CORE STRENGTHS

- Executive communication & stakeholder alignment | End-to-end 0→1 product lifecycle design & incubation
- Cross-functional leadership (Product, Eng, Biz, Ops) | Multi-product ecosystem strategy across multiple KPIs
- Design systems & scalable frameworks | Data-driven decision-making & user feedback integration
- High-craft UX/UI across mobile & responsive web | Team building, mentorship & org development
- Agile product development (Jira, Confluence) | Figma, Adobe Creative Suite, prototyping tools

EXPERIENCE

Director of Product Design | 12/2024 – 10/2025

Carde.io | *Seattle, WA*

Served as Director of Product Design for tabletop-gaming lean startup modernizing complex tournament workflows on mobile web. Owned relationships with Ravensburger (Disney Lorcana) and Riot Games (Riftbound: League of Legends), including contract negotiations, requirements-gathering, and acceptance criteria.

Managed team of 7 writers, designers, product managers, and project professionals. Introduced responsive design mobile web UI systems and interaction patterns reducing cognitive load for players and event staff. Created multiple bespoke design systems (3+) for client-specific CRM content management tools. Conducted product management, market research and competitive analysis for new game products regarding estimated customer value.

Leveraged decision-making and strong interpersonal skills with an entrepreneurial mindset as the main point-of-contact between founder CEO/board and two cross-functional (product-focused) teams.

Design and Research Consultant | 10/2023 – 8/2024

Ravensburger | *Seattle, WA*

Owned end-to-end program management for $2M card production pipeline tool for Disney Lorcana. Led requirements gathering, vendor evaluation, and contract execution across 8 cross-functional teams including Game Design, Creative, Art Direction, External Artists, External Approvals, Print Production, and Manufacturing.

Conducted Kano model surveys and statistical analysis to prioritize features across 8 stakeholder groups, ensuring alignment on critical workflow improvements. Wrote comprehensive RFP and evaluated 30+ vendor proposals, managing procurement process through successful $2M contract signing. Established stakeholder communication plans and project governance ensuring transparency and alignment throughout multi-month engagement.

Senior UX Designer (Photos with Alexa+) | 3/2024 – 12/2024

Amazon | *Seattle, WA*

Designed Alexa+ (Machine Learning LLM AI) customer experiences for Amazon Photos on multimodal devices including Echo Show (natural language processing, all sizes and resolutions) and Fire TV (all iterations). Untangled confusing and counter-intuitive interfaces that made customers' photos difficult to access.

Documented the as-is system architecture, then proposed streamlined information architecture specification that made photo access obvious and friendly. Ensured cross-device consistency across all Echo Show sizes/resolutions and Fire TV iterations while respecting platform-specific interaction models.

Collaborated with engineering teams to identify feasible solutions that balanced customer needs with technical constraints.

UX Design Manager | 10/2022 – 3/2024

Amazon Web Services (AWS) | *Seattle, WA*

Led UX strategy and team development for enterprise software at AWS Game Tech, delivering multiple flagship enterprise software cloud infrastructure services that transformed customer onboarding and product adoption. Scaled team from 2 to 9 members while doubling individual designer throughput through systematic process improvements and design operations framework.

Successfully shifted AWS GameLift annual roadmap from new feature development to fundamental usability improvements through evidence-based advocacy. Conducted rigorous 6-week research study revealing zero target customers successfully completed evaluation. User research presented to team resulted in halting all new feature work within 24 hours. Team's design improvements ultimately decreased Amazon GameLift onboarding time by 94% (from 38 hours to 2 hours). Developed junior designer to senior level communication skills through Amazon's rigorous people management promotion process.

UX Lead, Game Tech (Manager of 3) | 6/2021 – 10/2022

Amazon Web Services (AWS) | Seattle, WA

Designed the MVP for AWS GameKit while managing team of three designers focused on Amazon GameLift and Amazon GameSparks. Led design strategy for cloud gaming services targeting game developers and studios. GameKit vision: Unity and Unreal Engine plugin connecting directly to AWS services with appropriate hooks and configurations.

Design work approved by both engine publishers for quality and developer experience. GameKit represents instructive example of product-market fit challenges despite strong design execution: features chosen did not align with game studio priorities, reinforcing importance of validating customer interest early in product development.

Senior UX Designer, AWS Amplify | 5/2020 – 6/2021

Amazon Web Services (AWS) | *Seattle, WA*

Doubled AWS Amplify's customer base by tens of thousands by designing wireframes and shipping innovative Admin UI: a low-code/no-code platform enabling developers to create application backends without deep AWS cloud infrastructure expertise. Created comprehensive design system specifically for Amplify Admin UI, providing not only components but example screens demonstrating real-world usage. Business objectives included increasing the customer base, and the addition of these features doubled the users by tens-of-thousands.

Documented customer journey and redesigned AWS AppSync IDE (development environment) for more elegant API creation, adding capability to federate multiple APIs into single source for application use. Gained engineering buy-in by starting from frameworks already familiar to developers.

Senior UX Designer (AI-Powered Legal Research) | 12/2019 – 5/2020

Applied Research in Acoustics | *Seattle, WA*

Served as sole designer for government contractor startup, designing revolutionary AI-powered tool assisting federal procurement officers across all government branches. Designed tool enabling users to describe intended acquisition using natural language rather than searching for specific words.

Early custom-built AI (pre-LLM) understood relationships between ethics, case law, department regulations, recently passed laws, and codified law to surface relevant legal requirements. Design allowed procurement specialists to understand relevant laws 30x faster than previous tools. Left position after 6 months when unable to connect with end-users in way allowing work to meet personal quality standards.

Lead UX Designer – Organized Play | 11/2018 – 12/2019

Hasbro, Inc. (Wizards of the Coast) | *Renton, WA*

Managed team of 4 designers and researchers transforming complex tournament software system serving 100,000+ worldwide Magic: The Gathering events annually. Delivered sophisticated player-facing mobile apps (iPhone, Android), kiosks, and organizer tools used in 6,500+ stores globally.

Successfully engaged in creative problem-solving to comprehensively redesign the tournament management platform balancing needs of multiple user personas: store owners, tournament organizers, judges, and competitive players. Conducted extensive stakeholder research understanding friction points across event lifecycle. Created design patterns establishing interaction patterns and visual standards adopted across organized play ecosystem.

UX Designer – Prototypes | 5/2018 – 10/2018

Starbucks | *Seattle, WA*

Served as solo designer on short-term contract rapid prototyping innovative interactive experiences for Starbucks Reserve Roastery locations: ultra-premium destination cafes serving Reserve-branded coffee while roasting beans on-site. Mission: create seemingly 'screen-free' environment benefiting from modern interactive experiences, with a focus on agility and risk-taking.

Developed 8 distinct prototypes exploring projection mapping, physical computing, holographic displays, and spatial interaction design for presentation at annual leadership fair. Notable prototypes included Coffee Flight Interactive Experience using projector/sensor combination turning serving tray into interactive tablet, and Interactive Globe Installation transforming 1-yard diameter rear-projection globe into customer-facing content about coffee origins and fair-trade practices.

UX Lead | 3/2017 – 3/2018

MAANA (Knowledge Graph Platform Lean Startup) | *Bellevue, WA*

Set startup company up for successful acquisition by SparkCognition through researching and implementing groundbreaking Knowledge Graph data science technology allowing users to connect and gain insights from previously disconnected, overly complex datasets.

Managed projects for team of 4 designers, designing specifications, features, and visual direction for big-data insights platform and 6 large bespoke services for enterprise clients including GE and Maersk. Created multiple bespoke design systems (3+) enabling clients to interact with their unique data relationships intuitively. For Maersk, designed solution optimizing global shipping logistics that saved hundreds of millions of dollars annually.

Senior User Experience Designer | 7/2016 – 3/2017

Hasbro, Inc. (Wizards of the Coast) | *Renton, WA*

Modernized Magic: The Gathering's digital game presence by designing most of the player-facing scenes in Magic Arena, AAA title that became the primary way most Magic formats are played today on Windows, Mac, and iOS. Created comprehensive design system for Magic Arena providing components and example screens, enabling front-end and back-end engineering and design teams to maintain visual consistency across complex game states and interactions.

Designs became industry standard for TCG onboarding, making Arena the 'go-to advice' community tells new players wanting to learn Magic. Solved tutorial problem plaguing most TCGs through tested, innovative just-in-time instructional approach. Also contributed to tabletop game design through Vision Design work on Transformers TCG and Magic Core Set 2019.

Principal User Experience Designer | 10/2015 – 7/2016

Infosys | *Seattle, WA (Embedded with Clients)*

Designed enterprise B2B/B2C applications for government, agriculture, and insurance sectors while embedded with Fortune 500 clients. Presented design strategy artifacts to VPs and C-level executives at clients including Government of District of Columbia, Caterpillar, and Allstate. Led DC Access System (DCAS) redesign eliminating need for multi-building, multi-form government application process, reducing agency employee processing time by 62% while saving residents days of effort accessing critical services.

Designed landing pages and complex eligibility forms dynamically adapting based on user inputs, determining eligibility for 8+ government assistance programs. Delivered 50% faster task completion for Caterpillar mobile diagnostic tool and reduced Allstate agent quote generation time from 60 to 14 minutes.

Lead UX Designer | 10/2009 – 10/2015

Hasbro, Inc. (Wizards of the Coast) | *Renton, WA*

Led major redesign of Magic: The Gathering Online's trading and gameplay systems for highly knowledgeable, passionate user base. Work dramatically improved usability and trust, resulting in tripled trade volumes.

With user empathy and a growth mindset, transformed Magic Duels through experimental design from 20% player comprehension to 90% through revolutionary tutorial design, earning Apple's iOS Editor's Choice award two consecutive years. Innovation drew from distance-learning best practices: catching students immediately when they make mistakes and correcting with useful information. Design became industry reference for TCG onboarding. Wrote and performed PAX talk explaining deckbuilding fundamentals that garnered over 400,000 views on YouTube.

Senior User Experience Designer | 5/2009 – 10/2009

Nordstrom | *Seattle, WA*

Invented multivariate product selection user interface now standard across e-commerce including Amazon, Nordstrom, and retail industry worldwide.

Original assignment was 'fresh coat of paint': applying visual updates (color theory, typography, etc.) to existing shopping experience. Through strategic thinking identified fundamental usability problem: Nordstrom's variable selectors were series of dropdown menus providing no information about stock availability. Solution: Series of buttons representing various colors/sizes/options, with each button dynamically changing to reflect availability as customer selected any variable.

Customers could immediately see available combinations without trial-and-error. Change went live in 2009, sending shockwaves through e-commerce industry. Industry media including WWD (Women's Wear Daily) and Harvard Business Review published write-ups analyzing innovation.

Senior User Experience Designer | 12/2008 – 4/2009

T-Mobile | *Bellevue, WA*

Designed e-commerce experiences for purchasing phones and service bundles. Worked on complex product configurators allowing customers to select devices, plans, and add-ons while understanding total cost and commitment.

Short-term contract role demonstrating ability to quickly understand domain-specific requirements and deliver production-ready designs in fast-paced commercial environment.

Information Architect | 9/2008 – 12/2008

AT&T | *Bothell, WA*

Designed e-commerce sites for phone and service bundle purchases during critical holiday shopping season. Contributed to high-stakes commercial projects with tight deadlines and significant revenue implications.

Design Manager (Manager of 2) | 12/2007 – 9/2008

SynapticMash | *Seattle, WA*

Managed 2-person design team for Learning Management System (LMS), raising end-user satisfaction 50% through strategic feature prioritization and UX improvements. Led design strategy for educational technology platform serving institutions and learners. Demonstrated early management capabilities and ability to drive measurable satisfaction improvements through thoughtful prioritization and user-centered design decisions.

Art Director / Design Manager (Manager of 4) | 7/2007 – 12/2007

Giant Campus | *Seattle, WA*

Managed team of 4 designers creating educational kiosks and distance-learning experiences for school-aged children. Clients included Microsoft, demonstrating early ability to work with major enterprise partners. Designed interactive learning experiences balancing educational goals with engagement and accessibility for young learners. Position ended due to company-wide layoff including CFO, reflecting broader business challenges rather than performance issues.

Senior Graphic Designer, Web | 10/2004 – 7/2007

Harry & David | *Medford, OR*

Redesigned specialty e-commerce flow (Giftlist) increasing sales by 57% and generating $3.8 million in incremental revenue through user-centered design and conversion optimization. Art-directed and designed over 500 projects including e-commerce redesigns, site UX improvements, and multi-million-dollar email campaigns.

Demonstrated consistent delivery of high-quality customer experiences at scale while directly connecting design decisions to measurable business outcomes. Work balanced visual design craft with strategic UX thinking, establishing foundation for later enterprise and product leadership roles.

Graphic Designer | 4/2002 – 9/2004

Coldwater Creek | *Sandpoint, ID*

Raised customer awareness of marketing messages and wayfinding through expertly designed retail signage including window displays, product spotlights, pricing, hang tags, and billboards. Increased customer brand connection by redesigning online outlet store to match redesigned brick-and-mortar store branding, creating cohesive omnichannel experience.

Produced hundreds of catalog covers, print ads, logos, and other collateral. Designed two Annual Reports demonstrating ability to work on high-stakes corporate communications. Work spanned physical and digital touchpoints, developing understanding of how customers interact with brands across channels.

Project Manager, Retail (Contract) | 5/2001 – 12/2001

Apple | *Cupertino, CA*

Managed human centered design, cataloging, and production of all signage for new Apple Retail stores during critical launch period. Pioneered signage tracking system managing location, dates live, and lifecycle that remained operational for 7 years.

Art-directed, wrote, and designed launch signage for iconic products including iPod, Mac OS X, and iMac G4. Evaluated multiple signage housing options balancing physical requirements: readability from distance, tamper-proof security, and aesthetic appeal matching Apple's design language. Selected thick acrylic slab solution balancing ease of cleaning, secure mounting, and brand consistency

Graphic Designer - Web | 7/2000 – 5/2001

Creative Labs | *Milpitas, CA*

Designed online advertising (banner ads), mini-marketing sites, main product showcase site, and technology logos for Sound Blaster products including Audigy line. As art director, found and guided artist creating iconic 'silver woman' imagery for Audigy packaging.

Designed retail PC component packaging evaluating for structural integrity through overseas shipping and shelf presence in competitive retail environments like Best Buy. First professional role establishing foundation in visual design, brand development, and understanding how design decisions impact manufacturing and retail success.

EDUCATION

Western Washington University | Bellingham, WA

Bachelor of Arts: Digital Media & Interaction Design

TECHNICAL SKILLS

- **HCI Design Tools:** Figma (expert-level, 12+ years' experience), Adobe Creative Suite (Photoshop, Illustrator, XD), Sketch, InVision, Miro, FigJam, Axure, LucidChart, VMWare, Outlook, Excel, HTML, CSS, MacOS
- **AI-Assisted Workflows:** Claude AI for writing release notes and documentation, Figma Make (or Canva) for proof-of-concept prototyping. Thoughtfully integrating AI tools to accelerate synthesis and documentation while maintaining design judgment and human oversight.
- **Research & Analytics:** Adobe Analytics, UserTesting, Qualtrics, Tableau, SQL, Pendo (product analytics), A/B testing, statistical analysis, Kano model surveys, Data Analytics, Business Intelligence, Customer Empathy, Usability Studies
- **UX Measurement Frameworks:** HEART (Happiness, Engagement, Adoption, Retention, Task Success), SUS (System Usability Scale), UMUX (Usability Metric for User Experience), CASTLE
- **Project Management:** Jira, Confluence, Asana, Airtable, Notion, Azure DevOps, Microsoft Project, Outlook
- **Methodologies:** Agile, Scrum, Lean UX, Design Thinking, Design Sprints, User-Centered Design, ADA & Accessibility Compliance (WCAG 2.1), Inclusive Design, React, Attention to Detail

AWARDS & RECOGNITION

- **Patent 12303791:** Integration of Game Features across varied Hosting Topologies (May 2025) - Pioneering framework for cloud gaming architecture demonstrating innovative technical thinking
- **Apple iOS App Store Editor's Choice:** Magic Duels earned award two consecutive years (2014 & 2015) for innovative tutorial design and exceptional user experience on iPhone
- **Industry Recognition:** E-commerce multivariate selection invention featured in Women's Wear Daily (WWD) and Harvard Business Review. Innovation adopted as industry standard by Amazon and across retail sector.