Dave **Pfeiffer**

Dave Pfeiffer
Experience Design Leader
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Professional **Summary**

I'm a seasoned design leader with 25+ years of shaping product vision, guiding UX/UI strategy, and delivering high-impact, digital-first solutions across enterprise, B2B, and consumer markets. I've led and mentored cross-functional teams, built scalable design systems and methodologies, and driven user-centered practices that solve complex business challenges while elevating the customer experience. Inspired by great design and strong collaboration, I'm seeking a role where I can leverage my expertise to drive innovation, clarity, and measurable impact.

CAREER HIGHLIGHTS

» Led design strategy and implementation of a new ibi cloud platform experience called "The Hub" with a primary focus on our business user audience leading to a 77% upgrade rate

» Led UX and creative for an emergency dispatch app that was recognized with Honorable Mention by Fast Company Innovation by Design Awards for 2018. The app uses drone technology and responsive dashboard UI to enable first responders to complete disaster recovery work more effectively

» Led experience and visual design strategy and direction for Verizon's HR portal solution. The Portal won honorable mention in the 2017 Digital Workplace of the Year Awards

» Provided creative direction and on-site support for Disrupt NNJ events, designed all branded materials, monitored social channels and live-streamed updates. Events attended by 250+ people from 180+ companies

» Built and scaled UX practice from the ground up at ibi, improving design consistency and velocity

RECENT EXPERIENCE

:: **Director, User Experience** – Cloud Software Group / ibi, NYC *(Dec 2022- Nov 2025)*

» ibi was acquired by TIBCO which later merged with Citrix and other partners under Cloud Software Group, Inc in 2022. Following the transition to this new organization, I continue to lead the UX team and focus on product design strategy and execution of the new experience vision

» Partner with product managers and engineering leads to envision the future of the platform and plan the roadmap to realize the vision. Assist in defining experience requirements, testing and validating design concepts, and executing on the strategy

» Champion new ideas and concepts to optimize the experience through enhanced workflows and responsive interfaces with a primary goal of introducing new ways for this audience to explore content and make better decisions through machine learning and business intelligence

» Create conceptual ideas and automated workflows as the next wave of AI/ML capabilities being implemented across all areas of the product to enhance analytics self service

» Facilitate design discussions across product teams, Gold Customers and the ibi Customer Advisory Board to socialize concepts, gain alignment, and capture voice of the customer feedback

:: **Sr. Product Designer UX/UI** – Information Builders (Acquired by TIBCO in Jan '21), NYC *(March 2020 - Dec 2022)*

» Joined ibi to help grow the newly formed UX practice, establishing a human centric design approach, and defining our new methodology, working collaboratively with PMs and engineers to explore new ideas and customer requests and turning them into modern, user-friendly solutions

» My role encompassed product strategy, user research and testing, competitive analysis, UX/UI/VD leadership and direction, POCs and prototyping, leading team and customer discussions

» Led developer and QA hand-off sessions utilizing wireframes, high fidelity mockups, user flows, clickable prototypes, UX functional specifications, and visual design QA support

» Provided direction and support in building and maintaining the UI component library. This accelerated our design time and improved consistency and quality across the product suite

» Defined and operationalized the product design team workflows and best practices

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:: **Sr. Consultant, Experience Design Lead** – Logical Design Solutions, Florham Park, NJ *(Sept 2011 - Mar 2020)*

» Design lead on web and mobile initiatives for Fortune 500 clients in digital transformation, creating experiences to support Manager and Employee Self Service applications

» Facilitated creative discussions and design thinking exercises with end-users, client stakeholders and project teams to create unique solutions that align to strategic business goals and support new ways of working

» Crafted design frameworks, visual design approaches, concept models and visual storytelling materials while leveraging industry UX/UI/VD best practices

» Generated clickable prototypes for client socialization, user validation and testing

» Developed and delivered Design Systems, Web UI Toolkits, functional annotations, design specifications and redlines

EARLY EXPERIENCE

:: **Creative Director** – MWW Group, East Rutherford, NJ *(2006-2011)*

» Led all creative executions across 8 MWW office locations, focused on maximizing consumer/media exposure utilizing websites & blogs, social media, email marketing, tradeshow graphics, annual reports, advertising, print collateral, brand identity systems and corporate videos

:: **Creative Manager, GUESS? Eyewear** – Viva International Group, Somerville, NJ *(2003-2006)*

» Creative marketing liaison for GUESS? Eyewear & Senior Designer for GUESS? and other iconic eyewear brands. Managed design and production of displays, fixtures, product catalogs, trade ads, in-store merchandising, POP, trend flyers, sales materials and presentations and tradeshow graphics for both Domestic and International markets

:: **Freelance Graphic Designer** – Morris Internet Group, Parsippany, NJ *(2002-2003)*

» Designed and developed UI for Websites, E-mail newsletters and Banner Ads

:: **New Media Designer** – People Business Network, Somerville, NJ *(2000-2002)*

» Delivered UI/UX for enterprise web apps; clients included Johnson & Johnson, Avaya, KPMG

:: **Graphic Designer** – Impact Communications, Inc., Morristown, NJ *(1996-2000)*

» Produced marketing collateral and digital support materials for events and campaigns

EDUCATION

:: **The College of NJ** – BA in Arts & Sciences *(May 1997, BFA in Graphic Design)*

SKILLS & TOOLS

:: **Leadership** – Design strategy and critical thinking, team building & mentoring, roadmap planning, stakeholder collaboration, visionary presentations

:: **UX Design** – Wireframing, high-fidelity mockups, interaction design, prototyping, usability testing, user research, functional design specifications, competitive analysis, design systems/UI toolkits/brand style guides, infographics, journey and empathy maps

:: **Design/Collaboration Tools** – Adobe CC, Figma, Sketch, Axure, Zeplin, Canva, Miro, Jira, Confluence, Office 365, Slack, Chat GPT, Gemini

IN THE INDUSTRY

Assistant organizer of the IxDA Northern New Jersey Meetup (2018-2020). Active participant in design community meetups and thought leadership events.