DAVID SHEPPARD

Saint John, NB

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http://w-i.ca

Product designer with deep experience shipping customer-facing B2B products, including AI-enabled workflows. I work end-to-end across discovery, interaction design, and production, often owning the frontend implementation and reviewing code to maintain quality and velocity. I help teams turn ambiguous problems into polished, measurable product experiences used by real customers.

EXPERIENCE

Director of Engineering — Customer-Facing Platforms

Staff-level IC, Design & Frontend Systems Lead

Capotix CRM / Alert Driving

2022-2026

- Owned the end-to-end experience and frontend system for an AI-enabled CRM platform, partnering closely with product and design leadership to define interaction models, workflows, and platform direction.
- Supported the evolution of shared design and UI systems for complex, role-based web and mobile experiences.
- Translated product strategy into clear interaction patterns, journey orchestration, and delivery standards, balancing user needs with operational constraints.
- Drove design-to-code execution using Figma branching, version control, and Code Connect to keep design systems and frontend component library tightly aligned through implementation and review.
- Led cross-functional execution in a startup multi-team environment, aligning product, engineering, and stakeholders around shared outcomes.

Lead Product Designer — Design Systems & Frontend

Green Seal

2021-2022

- Owned UX strategy and execution across public-facing digital properties, from discovery and personas through interaction design and production delivery.
- Designed and delivered a scalable experience system supporting segmentation, dynamic content, and multi-journey customer flows.
  Led the creation of journey maps and conversion frameworks connecting user intent, content strategy, and analytics.
- Used analytics and experimentation to guide design decisions, prioritize opportunities, and improve conversion and engagement across key journeys.
- Delivered the full system end to end — research, design, frontend implementation, and CMS integration — ensuring consistency from concept to live experience.

Senior Experience Designer / Frontend Lead

Invesco

2018-2021

- Led experience design and front-end execution for multiple customer-facing marketing and product microsites, including interactive educational experiences within regulated financial environments.
- Focused on interaction design, motion, and responsive behavior for high-visibility, media-driven web experiences.
- Partnered cross-functionally to ensure designs met performance, accessibility, and regulatory requirements.
- Supported analytics and experimentation frameworks to measure funnel performance, guide iteration, and optimize customer journeys, supporting A/B testing and engagement workflows across campaigns.
- Tools: Adobe Experience Cloud, GA360, Salesforce Marketing Cloud.

Senior Frontend Engineer & Product Designer

Accreon (now Quantiphi)

2017-2018

- Led product and experience design for a national web platform supporting college apprenticeship management, partnering closely with product, engineering, and stakeholders.
- Defined mobile-first UX patterns, interaction models, and responsive layouts that became shared standards across the product.
- Drove rapid prototyping of API-driven healthcare marketing concepts to validate user needs, product direction, and delivery feasibility.

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Senior Frontend Engineer (Design Systems Focus)

Liberty Mutual

2015-2017

- Designed and evolved a shared design system and UI component library supporting consistent experiences across 50+ applications.
- Partnered with engineering and product teams to translate complex requirements into scalable interaction patterns and reusable components.
- Established UX quality standards and validation practices that supported stable releases across a highly regulated, global environment.

EARLIER EXPERIENCE

Early career experience spans agency environments delivering product design and UX systems for enterprise and public-sector clients, including the Government of Canada, Telus, Mastercard, Ryerson University, and Zoomer Media.
Worked across discovery, interaction design, and implementation, using analytics and SEO insights to inform user flows, content strategy, and conversion-focused experiences.

Senior UI/UX Engineer Design-led Frontend - Cha Cha - Mobile App	2013-2014
Senior UX Engineer / Development Consultant - MacroBlu	2011-2013
Senior Frontend Designer / Developer - TechnoMedia	2010-2011
Senior Development Consultant - MacroBlu	2006-2010
Product Manager & UX Engineer - HotBanana CMS	2005-2006
UX Designer / Developer - Lynch Digital Media	2004-2005

AREAS OF EXPERTISE

UX Strategy & Product Design

Human-centered design, Journey Mapping, Personas, Interaction Design, User Research, Design Systems

Analytics & Experimentation

Product analytics & learning loops, A/B testing, personalization, conversion optimization, using data to inform design decisions and measure impact

Delivery & Collaboration

Design–engineering partnership from concept through production, agile product delivery, stakeholder alignment, facilitation, and decision-making

Technical Foundations

Frontend systems, Performance, Accessibility

COMMUNITY LEADERSHIP AND MENTORSHIP

- Founder, Local UI/UX Design Community: Built and led a regional group focused on professional development, mentorship, and knowledge sharing.
- Founder, Arduino for Autism: Created a hands-on program teaching coding and robotics fundamentals to children with ASD.
- Community Organizer & Youth Mentor: Led youth initiatives focused on leadership development, resilience, and personal growth through structured training and experiential learning.

EDUCATION

- Canadore College - Computer Programmer Analyst
- Canadore College - Multimedia Design