

David Service

Business Agility, UX Strategy, & Product Design

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 [David Service](#)

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Summary

I help organizations navigate the challenging transformation towards human-centered and business-feasible design, to leverage the tremendous competitive advantage it provides.

For the past 10+ years, I've built, mentored, and worked with multi-disciplinary teams (large and small) to delight users, deliver targeted business outcomes, and promote, embed, and nurture a culture of digital craftsmanship to achieve industry leadership and foster deliberate, strategic innovation.

Skillsets

UX Skills

- User-Centered Design Strategies
- UX Research & Analysis
- Personas & Empathy Mapping
- Experience/User-Story Mapping
- Card-Sorting & Tree-Testing
- Information Architecture (IA)
- Content Strategy
- User-Flows & User-Interface Design
- User-Interface (UI) Design
- Wire-Framing & Prototyping
- Usability Testing & Refinements

Software

- Axure, Figma, Adobe XD, & Sketch
- Photoshop, Illustrator, InDesign
- Miro & Zeplin
- Acrobat, DaVinci Resolve
- Microsoft & Apple Office Suites
- Google Analytics & cPanel
- Wordpress CMS
- A.I. Research Tools
(Dovetail, Looppanel)
- Mailchimp Email Management
- JIRA, Confluence, & Microsoft Azure

Languages

- HTML
- CSS / SASS / Bootstrap
- Javascript/jQuery
- HTML Email Design
- PHP / My SQL

Professional Experience & Results

Senior UX Team Lead

(June 2022 - July 2024)

AstraZeneca

Scope Roles: *UX Leadership, Coaching, & Strategy || Product Design || Business Transformation*

- **Design of industry-leading A.I. and Machine-Learning products;** including a revolutionary cancer diagnosis tool leveraging AI and machine-learning to reduce diagnosis time by 85%, and a predictive quality assurance system that reduced drug production downtime by 50% while reducing materials wastage ([view project](#)).
- **Recruited & led product teams on several executive-tier projects;** led multi-disciplinary teams in the planning, design, and development hand-off of products that included a direct-to-consumer portal for the industry's first self-administered flu vaccine, and strategic market tools used exclusively at the highest executive levels.
- **Promoted to UX Leadership & Advocacy role;** in less than a year, I was promoted to a visible leadership role within the IT organization to lead educational workshops, conduct cross-disciplinary symposiums, and determine strategy for UX Team involvement in several company-wide projects.

Senior UX Designer II

Lexis Nexis

(April 2021 - May 2022)

Scope Roles: *UX Research I Web App Redesign II Accessibility II Localization II Design Systems*

- **Created UX Research framework and product documentation;** consolidated and expanded on existing product deliverables to co-ordinate design, development, and product teams.
- **Redesign of flagship IP analytics software;** successfully redesigned the preeminent patent analytics tool in LNIP's product portfolio, allowing the organization to become the preferred solution provider for the United States Patent & Trademark Office ([view project](#)).
- **Led accessibility and localization efforts for international markets;** coordinated UX research and implementation of localization/accessibility standards with teams across Europe and the Pacific Rim to enable expansion into new international markets.
- **Created a comprehensive Style Guide and Design System;** streamlined the ongoing redesign of existing digital products through comprehensive documentation of flexible design patterns and accessible standards.

Additional work history is available upon request.

Education

UX Strategy & Web-Design

(Springboard Online Platform) UX Design Intensive Program,
(Treehouse.com) Web Design & Front-End Development

Sheridan College

Advertising & Marketing Management (Post Graduate Certification),
Design Fundamentals (Post Graduate Certification)

University of Toronto

Honors BA. for Psychology, Economics, English Literature

Additional Information

Professional Associations & Contributions

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|---|--------------|
| • Pistoia Alliance (UX Life Sciences Contributor) | 2023-Current |
| • BarCamp Philly (Lecturer & Volunteer) | 2018-Current |
| • Content Strategy Philly (Leadership & A/V Production) | 2017-2022 |
| • PhillyCHI (Volunteer) | 2018-2019 |

Passion Projects & Hobbies

- UX Strategy Book, Public Transit App for iOS & Apple Watch.
- Graphic Art & Design, Fiction Writing, Illustration & Sketching, Reading, Camping, & Martial Arts.