DAVID TUCH

PRODUCT DESIGNER

310.801.8625
david.tuch7@gmail.com
davidtuch.com
linkedin.com/in/david-tuch

A PRODUCT DESIGNER WHO IS FASCINATED BY HUMAN BEHAVIOR & MAKING WONDERFULLY USEFUL PRODUCTS.

Skills

UX Design
UI Design
Wireframing
Prototyping
User Research
Usability Testing
Team Management
Client Communication
User Flows
Storyboarding
Persona Development
Empathy Mapping
HTML / CSS

Tools

Sketch
Figma
Adobe
InVision
Marvel
Zepplin
Webflow

Education

DesignLab
UX Academy Certificate
(2019)

Ben-Gurion University
B.S. Hospitality Management
(2010-2012)

PROFESSIONAL EXPERIENCE

David Tuch Designs with Intent — Los Angeles, CA
Product Designer — August 2019 - Present

- Provided product design services for 10+ start-ups and 5 global corporate clients
- Collaborated with Designers, Researchers, Engineers and Product Managers throughout design processes
- Created user flows and wireframes to build user interface mockups and prototypes
- Conducted research and developed product strategy to align business goals with desired end-user experience
- Designed visual deliverables, from brand style guides to UI kits while ensuring brand and product consistency
- Ensured that the final products adhered to end user requirements and monitory objectives

CUJU — Dallas, TX
Product Designer — 2020

- Served as product designer of a soccer app that connects players throughout the country to join pick-up games
- Led the end-to-end design process of the application experience from strategy and research to UX/UI design
- Developed design enhancements to Cuju's design system to improve user friendliness and ascetic appeal
- Collaborated with engineers and product manager to redesign the UX/UI according to Google's Material
- Led the content strategy and IA which streamlined organization of application content for end users
- Conceptualized and created internal UX design library to streamline the wireframing and handoff process

Vivino app — San Fransisco, CA
UX Designer — 2020

- Served as UX designer for the world's leading wine application, which brings together 45M+ wine enthusiasts together, to get purchase, review and learn more about 12M+ wines from around the world.
- Created a new event/wine tasting feature to help wine enthusiasts connect and drink with each other
- Composed and iterated on user interview questions and surveys to analyze and implement client preferences

- Developed multiple personas and user journeys for the product's user types to identify user requirements
- Created user stories in order to add context to each feature of the product

Pistachio   **Encino, CA**

UX/UI Designer   **2020**
- Served as UX/UI designer for a local nuts and candy store in Southern California
- Built an e-commerce site with a fully functioning high-fidelity web prototype in InVision
- Led weekly client meetings to provide stakeholders with updates regarding the status of design processes
- Designed 30+ medium and high-fidelity wireframes, and created 3 iterations based on usability test findings
- Produced a comprehensive usability test report that summarized the usability test methodology, findings, and recommendations

PREVIOUS EXPERIENCE

The River Wine Company   **Los Angeles, CA**

Sales Manager   **2016 - 2020**
- Managed 10+ personnel throughout daily operations of a wine company, generating $1.5M+ annual revenue
- Increased sales within the western region by a total of 85% throughout a 4-year span
- Trained employees on sales, products, and customer services; provided ongoing coaching to ensure growth
- Inspired and motivated team members through positive encouragement and incentive initiatives

Candywirez   **Los Angeles, CA**

Operations Manager   **2012 - 2015**
- Managed operations of a mobile product company comprised of 15 personnel, generating $5M+ in revenue
- Created long-term planning initiates to achieve company goals of expanding the product line and customer base
- Coordinated between 3 teams to foster exchange of ideas and provide cross-team learning opportunities
- Assessed $1M – $2M departmental budgets to reduce costs; increased overall revenue by 12%
- Communicated weekly with the president and senior leaderships about priorities and projects
- Identified potential problems and pain points to implement solutions which maximized efficiency and revenue