

DAVID ROWELL

davidrowell.design

Boise Metro Area, Idaho. United States

Permanent resident authorized to work for any employer.

SUMMARY

I'm a seasoned Principal Product Designer with over 16 years of expertise in User Experience and Product Design. I have deep experience designing UX across platforms like wearables, mobile, tablet, TV, and cutting-edge multi-modal systems including voice, touch, and gesture. Most recently, I successfully led the UX design and information architecture for Smart Motion on Amazon's Echo Show 10 countertop robot.

I expertly drive the end-to-end design process, building products from scratch by relentlessly working backward from the customer and paying meticulous attention to detail. I'm a collaborative partner on product, engineering, and UX research teams, consistently delivering a diverse range of successful 0-1 digital products.

I excel at creative and innovative problem-solving, tackling even the most challenging design spaces. My continuous enhancement and growth is fueled by actively seeking and applying feedback and constructive criticism during group critiques.

I'm a design visionary whose conceptual work inspires executive leadership, shapes the company vision, and identifies new disruptive business areas using design thinking. I excel at powerful storytelling and presenting ideas to executive leadership and partner teams, utilizing tools like presentations, prototyping, and high-fidelity immersive VR. I maintain a customer-first focus throughout the process, ensuring their needs are always the priority.

I've personally presented my design ideas directly to CEOs, including Jeff Bezos and Steve Ballmer. This outstanding work has also earned me numerous US patent approvals, further solidifying my expertise.

SKILLS

Product Design, UX Design, User Experience Design, Service Design, Visual Design, Interaction Design, Creative Direction, Problem Solving, Prototyping, Storytelling, Speculative Design, AI Integration, Multi-Modal Design, Voice Design, Design Process, Presentation Skills, Design Thinking, Product Development, Project Management, Time Management, Executive Presentations, Systems Thinking, Conversational Design, Design Strategy, Agile, User Scenarios, Coaching, Constructive Feedback, Exceptional Written Skills, User Research, Information Architecture, Usability Testing, User Interface Animation, Data Analysis, and Cross-functional Collaboration.

TECHNICAL SKILLS

Claude Code, XCode, Swift UI, Figma, Adobe CS, ProtoPie, Slack, Asana, Jira, Android, iOS, Microsoft Office.

EXPERIENCE

Principal Product Designer

Life360 | San Mateo, CA — October 2024 – April 2026

- Spearheaded end-to-end device portfolio design (Tile, Pet GPS, and other hardware products), creating seamless multi-platform experiences (app, web, physical device) that aligned with business strategy, and presented solutions to C-level executives to directly shape the devices roadmap.
- Accelerated design and testing by rapidly prototyping hardware-software interaction concepts using AI-native tooling, and mapped end-to-end user journeys into visual artifacts to drive consensus across stakeholders.
- Developed scalable design patterns and interaction models that unified the devices experience and reduced friction across setup and troubleshooting flows, collaborating across 6+ cross-functional teams to deliver high-quality outcomes.

Principal Product Designer

GoodRx | Santa Monica, CA — May 2023 – April 2024

- Product Feature Discovery & Growth: Reimagined product feature discovery and search, creating customer experience maps, service design blueprints, storyboards, mobile product designs, and rapid prototypes. Improved customer satisfaction measured through ongoing A/B testing.
- Design Process: Enhanced the design process to put the customer first earlier during cross-functional collaboration and early innovation, resulting in faster innovation cycles and milestones.

Principal UX Designer

Amazon.com | Seattle, WA — April 2018 – January 2023

- Design & Launch Leadership: Spearheaded the design and launch of Smart Motion and Dynamic UI on Echo Show 10 focusing on Human-Robot Interaction (HRI) and advanced design. The device has an average rating of 4.5 stars from over 49,200 reviews on Amazon, the highest for an Echo Show ever.
- Advanced AI Concept: Created the Ambient Intelligence (AmL) model and customer experience introducing natural human interactions and AI proactivity for advanced Alexa AI.
- VR Prototyping: Partnered with software engineers to create VR prototypes to present high-fidelity immersive design concepts to senior executives, significantly reducing

development timelines and saving millions on hardware development costs. Now used across Amazon by other product design teams.

Senior UX Designer

Amazon.com | Seattle, WA — February 2013 – April 2018

- Alexa Calling & Messaging: Designed Alexa's calling and messaging products, presented to Jeff Bezos, and shipped the v1 'Drop In' feature, increasing user engagement and communication use across Alexa.
- Alexa Skills Framework: Established the v1 Alexa Skills framework in partnership with product and engineering, allowing teams to secure partnerships with numerous third-party developers to expand Alexa's function and knowledge.
- Fire OS Search UX Design: Led user experience design for Fire OS search, unifying search across Amazon digital services and devices. Simplified customer experience, and expansion of web search contributing to a major partnership with Bing. Designed the Firefly Computer Vision (CV) visual search function.

Senior Interaction Designer

Microsoft | Redmond, WA — October 2011 – February 2013

- Xbox OS Experience: Designed the new Xbox OS using Windows 8 as a base, creating a consumer-friendly, voice-forward TV experience through storyboards, wireframes, design documentation, and rapid prototypes. The successful launch of Xbox One paved the way for Xbox's larger consumer future.
- Unified Xbox Search: Collaborated with third-party apps to unify Xbox search, delivering a comprehensive search experience across multiple content providers and Xbox devices and services.
- Xbox Music Framework: Designed the Xbox Music framework for Xbox, Windows 8, and Windows Phone, facilitating Microsoft's entry into the streaming music space. Early prototypes demonstrated the service to record labels, ensuring an on-time launch with new Xbox hardware and Windows updates.

EDUCATION

Multimedia Design and Digital Animation

Bachelor of Arts | Cumbria Institute of the Arts | Carlisle, UK

PATENTS

Voice Communication Targeting User Interface (#11204685), Automated Messaging (#11102624), Voice Communication Targeting User Interface (#10572107), User Interface with Media Content Prediction (#10055088), Automated Messaging (#9992642), Small device and touch interface form fields (#20100138732), System and method for displaying media items (#20090119589)

OUTSIDE OF WORK

I love spending time with my wife, two kids, and our dog in my free time. I also enjoy expressing my creativity using my CNC machine, laser engraver, and Cricut to turn digital designs into physical works of art using wood and other natural materials.