



# DAVID COFFIELD

User Experience Designer & User Researcher | M.S. UX Design

Check out my work

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## Professional Summary

With 8+ years in UX design, I specialize in web, app, SaaS, intranet, and product design. Holding an M.S. in User Experience Design from *Kent State University*, I bring expertise in wireframing, prototyping, usability testing, and WCAG accessibility compliance. My mission is to design for *GOOD*—creating meaningful, effective experiences that prioritize functionality over aesthetics, and inspiring others to focus on quality rather than speed or efficiency.

## Work Experience

### Senior User Experience Designer

*Recess Creative* | Cleveland, Ohio | Sep 2021 – Sep 2024

- **Mentored designers and researchers**, offering guidance on UX methodologies, promoting collaboration, and supporting their professional development.
- **Led UX discovery initiatives** such as stakeholder interviews, competitive analysis, and user surveys to align project goals with business objectives and user needs.
- **Created and delivered sitemaps, wireframes, and prototypes**, effectively communicating design concepts and driving project success.
- **Improved RFP success rates by 28%** through detailed project discovery, competitive analysis, creative deliverables, and accurate estimations, helping secure key contracts and strengthen client relationships.
- **Streamlined design systems and site templates**, reducing project timelines and providing cost-effective solutions for clients with tight budgets.
- **Contributed to the successful launch of high-profile websites and brands**, including City of Cleveland, Cleveland Hopkins International Airport, KeyBank, Cleveland Metroparks, Lincoln Electric, and more.

### Lead UX Designer | UI Designer

*The Refinery* | Rocky River, Ohio | Jul 2018 – Sep 2021

- **Managed multiple projects simultaneously**, maintaining top-tier quality and delivering impactful solutions across diverse client accounts.
- **Transformed client visions into intuitive designs** by creating user flows, wireframes, high-fidelity mockups, and interactive prototypes using *Figma*, *Sketch*, *Adobe XD*, and *InVision* to bring concepts to life.
- **Promoted to Lead UX/UI Designer within a year** for establishing design processes, driving strategic research, and elevating team standards, which helped secure new clients.
- **Collaborated with globally recognized brands** across non-profit, government, finance, retail, education and more.



## Core UX Skills

- Accessibility (WCAG, ADA Compliance, ARIA)
- Wireframing & Prototyping
- A/B Testing & Usability Testing
- Heuristic Evaluation & Competitive Analysis
- Information Architecture (IA) & Content Strategy
- Visual Design & High-Fidelity Mockups
- Agile & Lean UX Methodologies
- UX Writing & Annotation Documentation
- Stakeholder & Client Presentations
- Design Thinking & Problem Solving
- Working Knowledge of HTML, CSS & JavaScript
- Sprint Planning, Retrospectives & Stakeholder Workshops

## Tools & Technologies

- Figma & FigJam
- Adobe Creative Suite (Illustrator, Photoshop & XD)
- Sketch
- Google Analytics 4
- Maze
- Optimal Workshop
- SurveyMonkey
- Miro
- WAVE (Web Accessibility Evaluation Tool)
- Lighthouse (by Google)
- Slack & Basecamp
- Jira

## Education

### Master of Science | User Experience Design

Kent State University | Kent, Ohio | Graduated 2017 | *magna cum laude*

### Bachelor of Science | Digital Media Production

Kent State University | Kent, Ohio | Graduated 2013

## Portfolio

Visit my portfolio at [www.davidcoffield.com](http://www.davidcoffield.com) to explore case studies showcasing my work for *The City of Cleveland*, *Cuyahoga County Public Library*, and other projects. These case studies highlight my design process, from research and ideation to prototyping and testing, with a focus on designing for *GOOD*—creating functional, accessible, and impactful user experiences that prioritize quality over speed and aesthetics.