

David Freedman

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Mission-driven Product Designer with 5+ years designing intuitive, accessible, and user-centered digital experiences.

Experienced in designing AI-powered customer and member experiences, managing design systems, and leading end-to-end product workflows. Skilled at collaborating across product, engineering, and research to deliver tools that are both trustworthy and joyful to use. Certified in AI Product Design and Prompt Engineering, with a strong foundation in designing for and working with AI technologies.

EXPERIENCE

Jobcase | Product Designer → Senior Product Designer

Feb 2021 – Present

- **Led design of agentic AI assistants**, including an employer-facing hiring assistant and a member-facing career coach that users could customize (name, coaching style, look) and interact with via chat in the Jobcase app.
- Designed and launched a new profile experience that **doubled completions, increased resume uploads by 60%**, and helped 100,000+ members present stronger applications to employers.
- **Shaped conversational AI experiences** across multi-modal platforms with transparency-first controls, balancing automation with user trust and oversight.
- Redesigned application flows to reduce friction, increasing conversion for logged-out and unclaimed users by pre-filling known data.
- Managed the Jobcase design system, expanding components and patterns to support intelligent, AI-driven workflows while ensuring consistency across app and web.

WHOOOP | Product Designer

Jan 2020 – Aug 2020

- Redesigned onboarding experience to improve early member engagement, **increasing 30-day retention by 5%** through targeted in-app pop-ups that guided new users through habit formation and data interpretation.
- **Aligned onboarding touch points across channels**, partnering with the email team to ensure consistency between in-app education and lifecycle messaging.
- **Conducted user research with new and existing members** to identify reasons for drop-off, uncover motivational drivers, and refine onboarding flows.
- Helped translate behavioral insights into personalized onboarding journeys, setting a foundation for higher long-term engagement with WHOOOP's health and performance data.

EDUCATION

Bachelor of Fine Arts, Interaction Design

Northeastern University

AI & DESIGN CERTIFICATIONS

Prompt Engineering for ChatGPT

Vanderbilt University · Dec 2024

Intro to AI Product Design

ELVTR · May 2024

SKILLS

Artificial Intelligence (AI) Product Design, Prompt Engineering, Conversational AI, Generative Design Tools including MidJourney, Runway, and AI assisted prototyping platforms, ChatGPT & Claude workflow integration, User Experience Design, User Interface Design, Interaction Design, Mobile Design, Web Design, Visual Design, Motion Design, Illustration, Typography, Wireframing, High Fidelity Prototyping, Journey Mapping, Design Systems, Zero to One Design, Usability Testing, User Interviews, User Research, UX Research, Workshop Facilitation, Design Workshops, Design Thinking, Design Sprints