David Donnell

Senior UX / Product Designer

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SUMMARY

Senior UX/Product Designer with 8+ years of experience designing complex technical products. I spent nearly five years at Trimble designing CAD-based and cloud collaboration tools for the construction industry, building on a design career that spans enterprise SaaS, assistive tech, and climate risk platforms. Early in my career I worked as a technical drafter, and that background still shapes how I think about technical users and complex workflows. I'm most energized by products where the problems are hard, the users are technical, and good design actually changes how people get their jobs done.

SKILLS & TOOLS

Design: Interaction Design, Design Systems, User Research, Prototyping, Wireframing, Usability Testing, Accessibility, Information Architecture
Tools: Figma (design tokens, variables, interactive components), Adobe CC, Miro, Maze, Dovetail, JIRA, Gainsight, Claude, ChatGPT, Gemini
Domain: Construction Technology, AEC, CAD Tools, Cloud SaaS, Enterprise Software, Plan Management, Field Workflows, BIM
Emerging: Python (in progress), Agentic AI Workflows, n8n, LLM-powered tooling

PROFESSIONAL EXPERIENCE

AI Advisor & Product Designer | Donnell Advisory Denver, CO | June 2025 - Present
Independent AI consulting practice for small businesses and contractors

- Advise small businesses and contractors on adopting practical AI, applying product-design thinking to turn complex tooling into usable workflows.
- Work hands-on with AI-augmented design and build tools including Claude, Claude Cowork, Lovable, and GitHub.

Senior Product Designer | Trimble Inc. Westminster, CO | March 2020 - October 2024
B2B construction technology platform (~$3.7B revenue) serving 100K+ global AEC professionals

- Led UX for Trimble Connect, a cloud-based common data environment used by construction teams worldwide to manage project files, models, and collaboration, connecting project owners, contractors, and suppliers across web and mobile.
- Designed CAD-based tools for preconstruction workflows, including plan management, photogrammetry, and layer management systems, with a focus on usability for civil engineers and construction professionals navigating complex procurement and coordination workflows.
- Redesigned onboarding flows and critical user workflows, boosting **Net Promoter Score from 26 to 34** in six months.
- Conducted deep user research across estimation, takeoff, and 3D site modeling workflows, identifying and eliminating friction that **reduced task time by 30%**.
- Built high-fidelity interactive prototypes in Figma for usability testing and stakeholder validation, using design tokens, variables, and interactive components to accelerate development cycles.
- Served on the 3D Design and Tables Design System committees, maintaining enterprise-wide design standards across international product teams.
- Partnered daily with global engineering and product teams to get features built to spec and shipped on schedule across multiple time zones.

Product Designer | Geospiza Denver, CO | February 2019 - January 2020

B2B climate risk SaaS serving Fortune 500 clients, Techstars Boulder 2018, $1.25M seed, NSF SBIR award

- Designed Geospiza PATH, a web-based disaster planning platform with live climate data and adaptive drawing tools for emergency response teams.
- Built interactive prototypes for enterprise sales pitches to IKEA and other major clients, increasing stakeholder buy-in and advancing key deals.
- Developed presentation materials for TEDx and investor pitches, supporting funding and partnership conversations.

Product Designer | Goally Boulder, CO | April 2018 - January 2019

B2C assistive tech tablet for children with ADHD and autism, $5.43M raised, Techstars Boulder, partnered with Children's Hospital

- Designed a task management app for neurodiverse children, including a paired iOS/Android parent app that worked in sync across platforms.
- Ran A/B testing on parent onboarding flows, measurably improving retention.

UX/UI Designer | Beautify Remote | August 2017 - April 2018

Early-stage B2C iOS startup in the consumer skincare space

- Designed wireframes, prototypes, and a custom icon system for a personalized skincare iOS app, validated through ongoing user research.

In-House Graphic Designer | Denver Public Library Denver, CO | April 2009 - July 2017

Nonprofit public institution operating 26 branches across metro Denver

- Designed ADA-compliant wayfinding and environmental UX systems across 26 library locations.
- Created digital and print collateral that contributed to a **$1M fundraising effort.**
- Managed and mentored junior designers for 4+ years.

Technical Drafter | HWS Consulting Group / Camburas Theodore NE / IL | 2005 - 2008

Civil engineering and architecture consultancies

- Prepared site plans, intersection drawings, and detailed technical drawings using CAD.
- Coordinated with engineers on infrastructure and commercial remodel projects.
- This early engineering background directly informs how I design for technical and construction professionals today.

EDUCATION

Bachelor of Arts, Graphic Design | The Art Institute of Colorado
Associate of Applied Science, Engineering Technology | Morrison Institute of Technology

PROFESSIONAL DEVELOPMENT

- Completing IBM's Python for Data Science, AI and Development (Coursera), focused on APIs, automation, and data manipulation.
- Building agentic AI workflows using n8n to orchestrate multi-step automation and API integrations.

NOTABLE

- Techstars 2018 Graduate: launched Goally Inc. through the competitive accelerator program.
- Curated Colorado Pastel Society Plein Air Art Exhibits (2015, 2016) and organized the 2014 Norihito's Kiri-e Art Exhibit in collaboration with Takayama, Japan.
- Designed and built a nine-hole disc golf course, securing $4,500 in funding for the Plainfield, IL Park District.