
Solutions Engineer · Product Design & Front-End Engineering Background

SUMMARY

Solutions Engineer candidate with 16 years across marketing, front-end engineering, and product design — a career built on sitting with customers, discovering the real problem, and proving the solution before it ships. I've run field research with end users and compliance stakeholders, sat in on enterprise deal-closing calls alongside sales and solutions engineers, and translated ambiguous customer language into scoped, buildable requirements that unlocked three enterprise deals above \$500K ARR each, breaking one company's revenue record twice in a single quarter.

I bring genuine technical fluency — I read, write, and ship front-end code — plus enough range across product, engineering, marketing, and business strategy to hold a credible conversation with any stakeholder in the room, from a whiteboard with an engineer to a call with a customer explaining why a feature matters and how it works. I'm moving from product design into Solutions Engineering because that's the work I've actually been doing under a different title, and I'm looking for a team hiring for exactly that full-stack, customer-facing pattern.

EXPERIENCE

Principal Product Designer · Light Alchemy Labs

Apr 2026–Present

Early-stage AI startup building a mental health and wellness companion — combining meditation, breathwork, somatic exercises, and CBT into an AI-powered tool designed to offer non-judgmental support and grow with users over time.

- Brought in to turn a founder's sprawling technical vision (a filed patent, a 46-item feature tracker) into a sellable, buildable story — rebuilding competitive analysis into a persona-driven positioning model and gating MVP scope against unit economics rather than ambition alone.

Founder & Principal Designer · David Huff Design LLC

Jan 2026–Present

Independent design practice combining 16 years of product design and front-end engineering experience with emerging AI tools and workflows.

- Applying that full-stack background to new AI-assisted workflows — market research, UX design, and front-end implementation shipped using Claude Code. Completed multiple Anthropic Academy courses (AI Fluency, Building with the Claude API, MCP, Claude Code), certificates issued by Anthropic.

Senior Product Designer · COMPLY

2021–2026

Sole product designer for the core compliance platform at a 400-person B2B SaaS company, serving as primary designer for 4 product managers and providing design support across 3 additional product tracks. Each team comprised 5–6 engineers. Operated as a hybrid IC designer and product owner — running scrum, writing user stories, and co-owning roadmap prioritization alongside PMs, sales, and solutions engineers.

- Led end-to-end design of a net-new Case Management module — conducting field research with compliance officers, sales, and solutions engineers to map mental models and close a critical competitive gap; sat in on enterprise deal-closing calls where this feature was the explicit no-go condition for signing. Built a system-map artifact that became the shared vocabulary product, sales, solutions engineers, and support used to scope and sell the platform. Directly enabled 3 enterprise account wins above \$500K ARR each — 2 of them explicit conditional no-gos — breaking COMPLY's largest-account revenue record twice within a quarter of full launch.
- Redesigned the Pre-Clearance module to give firms meaningful control over their compliance workflows — replacing rigid, system-defined forms with configurable logic, conditional rules, and custom approval workflows that adapt to each firm's processes rather than the reverse. Achieved ~40% adoption on the redesigned system, concentrated in enterprise and complex-use clients.

- Built COMPLY's post-merger design system from the ground up — unifying 4 previously distinct brand identities into a single token-based component library spanning atomic elements through complex dashboard patterns. Resolved friction that had made it harder for sales and solutions engineering teams to sell COMPLY as one unified suite rather than four disconnected products. Adopted by the full design team and 5–10 front-end engineers.
- Redesigned the broker feed status report — one of the platform's highest-friction touchpoints, responsible for ~1/3 of all inbound support volume. Translated opaque system states into human-readable labels with action-oriented guidance, validated through user research and design testing. Reduced related support contacts by an estimated 60–80%, and built the customer-facing training material and FAQ documentation that sales and support teams used to explain the change.
- Established the company's first formal user research practice — leading weekly customer calls, building the platform's initial persona set to address SMB-to-enterprise design variance, and mapping the end-to-end customer journey to surface pain points and sharpen roadmap prioritization. Ran scrum ceremonies, authored user stories, and co-owned feature planning across multiple product tracks.

Senior UI/UX Designer & Front-End Engineer • Tonic, Inc.

2020–2021

Product design and front-end engineering agency of ~20 people. Served as lead designer on compliance-focused accounts and lead front-end engineer on fintech and energy management engagements — a deliberate split role during a transition from engineering to full-time product design.

- Led research and design for the Control Room — a high-stakes compliance feature governing access to material non-public information (MNPI) for deal teams and brokers managing information barriers. Conducted user interviews, defined the user flow, and designed the end-to-end experience in direct collaboration with the client's VP of Product. Quality of work on this engagement led to a direct hire by ComplySci, which subsequently merged with three other brands to form COMPLY.
- Took an ESG fintech startup from proof-of-concept to investor-ready MVP ahead of their next funding round. Hardened the Vue application — adding authentication, refining API integration, and improving front-end performance — while building the marketing site and writing copy to establish a credible web presence for the funding round.
- Built complex React data visualizations for an energy management platform serving large commercial and institutional property portfolios. Delivered reporting dashboards covering energy usage, efficiency ratings, equipment replacement timelines, and cost projections — giving facility managers actionable insight across multi-property operations.

Principal UX Developer • Caliber Home Loans

2017–2019

Primary front-end developer on a small product team (2 designers, 1 VP of Product) responsible for modernizing Caliber's consumer-facing digital products. Served as the bridge between design and a .NET back-end engineering organization.

- Led front-end development for the complete digitization of Caliber's primary mortgage application — replacing a broken, dated tool with a fully online end-to-end experience covering application intake, document management, and underwriting facilitation. Served as the company's primary online lead generation funnel, with all marketing traffic directed to this product.
- Built Caliber's first internal style guide as a byproduct of the modernization effort — establishing component guidelines, brand voice and tone standards, and reusable HTML/CSS for adoption across internal properties and teams.

Senior UI Engineer & Creative Technologist • Effective, Inc. (Ogilvy family)

2015–2017

UX-led digital agency acquired by Ogilvy, specializing in brand modernization and digital transformation. Served as the primary developer bridging the design team's output into production-ready front-end code — typically working solo or with one other engineer alongside designers and a client-facing account team.

- Converted the design team's component architecture into a scalable HTML/CSS component library for AmerisourceBergen's enterprise brand unification initiative — a portfolio-wide effort to establish a cohesive digital presence across 13 previously disparate brands. Implemented the system across the first 2–3 brands before handing off to internal teams to complete the rollout.

- Replaced a failing green-screen legacy system with a modern web application for MWI's internal sales rep portal — analyzing existing workflows, rearchitecting the information model, and rebuilding the full tool on current web technologies. Delivered meaningful improvements to speed, usability, and day-to-day efficiency for high-volume order processing.

UI/UX Web Developer & Designer · City of Denver / Compri Consulting

2013–2015

Embedded with the City and County of Denver's technology department as a design-development hybrid — bridging a UX-led design team and ASP.NET back-end engineers to digitize city services previously limited to in-person or legacy mainframe systems.

- Designed and built PocketGov — a progressive web app and major citywide initiative championed by the city's CTO, giving Denver residents digital access to 311-style city services including pothole reporting, neighborhood requests, and service routing.
- Designed and developed two complex multi-user case management applications — a case tracker for the Victim Assistance Unit and a program management tool for Denver Youth Public Safety Programs — replacing legacy systems with modern web applications supporting caseworkers, user management, and database-backed workflows.
- Co-developed the department's first internal style guide, implemented across all city applications to establish consistent brand and reusable components. Developed Election Results, Restaurant Inspections, and Recycling Directory — public-facing tools prioritizing accessibility, filtering, and ease of use for Denver residents.

Designer, Web Developer & Digital Marketer · Transmagic, Inc.

2010–2013

Joined a 10-person CAD translation software company serving engineering firms including Boeing as a one-person marketing and web department — the role where a marketing degree became a design and front-end development practice.

- Designed and developed the corporate website, sales funnel landing pages, tradeshow assets, and brand materials for a client base including Boeing. Managed the full digital marketing stack — Google Analytics, SEO, AdWords, and email campaigns — to support inbound pipeline and sales.
- Applied a marketing degree to real business problems, then taught myself HTML, CSS, and web design to solve them more completely. The beginning of a pattern: follow the most important problem, learn whatever it takes to solve it.

ENTREPRENEURSHIP

Co-Founder · Coffee Kick

2019–2020

- Co-founded a direct-to-consumer coffee subscription company; built the brand, website, supply chain, and full marketing operation from scratch — including physical product design, social media assets, and AdWords/Meta campaigns.

SKILLS & TOOLS

Skills — Customer Discovery · Stakeholder Management · Cross-Functional Collaboration (Sales & Solutions Engineering) · Requirements Translation · User Research · Usability Testing · Market Research · Information Architecture · Design Systems · Product Strategy · Feature Planning & Roadmapping · Agile / Scrum · Front-End Development · AI-Assisted Product Design

Tools — Figma · Claude / Claude Code · Cursor · React · Vue · HTML / CSS / JavaScript · Git · Jira · Photoshop · Illustrator

EDUCATION

University of Utah — Bachelor of Science in Marketing, Cum Laude

Presidential Scholarship for Academic Excellence