

# David Bornfriend

PRODUCT DESIGNER

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## SUMMARY

Product Designer with 6+ years designing consumer commerce, configuration, and content experiences across Apple Pay B2B, AppleCare for Enterprise, and direct-to-consumer e-commerce. Drove a +20% YOY conversion lift at a national apparel brand; now leads design end-to-end for a 0-1 Apple Pay B2B marketing launch. Strong visual craft from a fine-art photography background, paired with a measurement-driven, ship-fast point of view.

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## EXPERIENCE

### Senior UX/UI Designer (Contract)

May 2023 – Present

*Apple* · Sunnyvale, CA

- Lead designer end-to-end on the launch of an Apple Pay B2B partner site, shipping 50+ pages and 5 reusable templates from concept to launch in 5 months for an audience of 12,000+ issuer partners and millions of merchants and platforms, driving consensus with business operations, feature owners, and global marketing executives of Apple Pay.
- Designed and shipped enterprise-grade solutions for AppleCare B2B business tools, resulting in over 50% reduction in data entry time, over 40% fewer support tickets, and almost 3x sales.
- Founded the Apple Pay B2B component library as a self-initiated effort, contributing 50+ components and pattern guidelines that now serve as the visual standard for the program and reduce iteration time across downstream work.
- Led UX research across programs; translated findings into design decisions including a modal pattern for non-essential information that lifted page comprehension and reduced inbound questions to business operations, and championed the program's first Skip to Content accessibility implementation in partnership with Apple's Design Systems team.
- Built interactive prototypes for high-stakes stakeholder reviews and dev feasibility sessions, running approximately 3x faster than traditional interactive builds, including live keyboard states for a Skip to Content accessibility design that let reviewers experience the pattern rather than infer it from static specs.
- Design lead presenting concepts, narrative arcs, and visual strategy to Apple Pay leadership across 8 executive reviews to date, including one that earned direct executive endorsement of the visual direction and aligned leadership across global partners.

### Lead UX/UI Designer

June 2022 – May 2023

*Moment Studio* · SF Bay Area, CA / Remote

- Led end-to-end design of an AI-powered tutoring web application, designing instructional interfaces and adaptive practice experiences that improved accessibility and learner engagement.
- Designed adaptive learning workflows that responded to user performance and goals, including task breakdown, progress feedback, and tailored content that kept learners focused on the right next step.
- Ran UX research, usability studies, and stakeholder workshops to translate ambiguous requirements into clear interaction patterns, information architecture, and instructional moments.
- Created scalable design systems that kept products coherent as they grew.
- Designed a blockchain-based consumer mobile app in the Web3 domain, using progressive onboarding and in-context explanations to help users discover, understand, and monetize WiFi networks.

## Art Director / UX Designer

March 2017 – January 2022

*American Giant* · San Francisco, CA

- Led homepage and core e-commerce redesign for a direct-to-consumer apparel brand during a year in which annual revenue grew from approximately \$4M to \$25M, owning product configuration and checkout flows that guided customers through size, fit, color, and bundle decisions across responsive web.
- Drove a +20% YOY increase in conversion through data-informed product page and checkout optimizations, A/B testing, and friction reduction on the path to purchase.
- Ran A/B testing, usability research, and accessibility audits, translating findings into reusable patterns that lifted user satisfaction and key business metrics.
- Provided art direction across brand campaigns, photography, and editorial, building a consistent visual identity across digital and marketing properties.

## Photographer

December 2012 – March 2017

*DB Photography* · SF Bay Area, CA

- Conceptualized and executed award-winning portrait photography for agencies, brands, and editorial clients.
- Developed concepts and visual narratives, executing and delivering high-quality photo and video content.
- Set photographer on the Academy Award winning film *Moonlight* (Best Picture, 2017), commissioned by A24 and Plan B Entertainment to produce, with minimal creative direction, the stills that anchored the film's marketing across posters, books, album covers, and worldwide press placements.

## SKILLS

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|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Product &amp; Interaction Design</b> | Consumer commerce, product configuration and purchase flows, visual and interaction design for Apple platforms, responsive web and mobile, feature discovery and onboarding UX, complex workflow and journey design, microinteractions, accessibility (WCAG), inclusive and global-ready design. |
| <b>Visual Design &amp; Typography</b>   | Type hierarchy and modular scale, brand identity systems, art direction across digital and marketing properties, photography and motion sensibility, design system thinking and component libraries.                                                                                             |
| <b>Research &amp; Experimentation</b>   | Generative and evaluative research, user interviews, usability testing, heuristic reviews, journey mapping, information architecture, A/B testing and conversion-rate optimization, competitive analysis.                                                                                        |
| <b>Communication &amp; Storytelling</b> | User-centric storytelling with prototypes and narratives, messaging tone & voice, stakeholder storytelling, executive and C-suite presentations.                                                                                                                                                 |
| <b>Collaboration &amp; Leadership</b>   | Cross-functional partnership with product, engineering, research, content, brand, and accessibility teams; mentoring designers and non-designers on UX principles; design critique facilitation; agile delivery.                                                                                 |
| <b>Tools</b>                            | Sketch, Figma, FigJam, Keynote, Photoshop, Adobe Creative Suite, Miro, Claude, Claude Code (AI-assisted prototyping).                                                                                                                                                                            |

## EDUCATION

### BFA in Photography

*Portrait Fine Art Photography*

*Academy of Art University*

### BS in Mass Communication

*Computer Information Systems, 3D Design and Animation*

*Middle Tennessee State University*

## AWARDS

**CommArts Photo Annual**, Winner / Cover, Advertising · **PDN Photo Annual**, Winner, Advertising