

David Reis

Senior Product Designer II — enterprise platforms, design systems & complex operational surfaces

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PROFILE

Product designer and design leader with 15+ years across design and front-end engineering, currently leading a team of three on enterprise platform products at Smartsheet. I do my best work on complex, high-stakes surfaces — design systems, administrative tooling, anything where scale and consistency matter — and on the strategy that holds them together. My engineering background means I design with what's actually buildable in mind, in close partnership with product, engineering and go-to-market.

EXPERIENCE

Senior Product Designer II

Apr 2025 — Present

Smartsheet, London

Lead design for Admin Center, the control plane enterprise customers rely on to govern users, permissions and licensing at scale. Manage and mentor a team of three designers — setting direction, running critique and shaping prioritisation across a complex, highly interconnected surface.

- **Unification of user management** — consolidating fragmented administrative flows into a single coherent model, reducing operational burden on enterprise admins and cutting long-standing sources of support friction.
- **Lodestar → URSA migration** — leading the move of Admin Center off a deprecated design system onto URSA, balancing large-scale rearchitecture against continuous delivery while keeping quality and accessibility high.
- **AI monetisation** — shaping how AI capability is packaged, surfaced and purchased, turning commercial strategy into experiences that feel clear and trustworthy to customers.

Senior Product Designer

Jul 2021 — Mar 2025

ComplyAdvantage, London

Owned the design system for an AML platform serving banks and financial institutions across Europe and the Americas — scalability strategy, accessibility, day-to-day component delivery and alignment between design and development environments. Responsible for product design across all B2B verticals, identifying and resolving inconsistencies and usability problems.

Senior UX Consultant & Advisor

2021 — 2024

Podomatic, San Francisco (remote)

Advised on user experience and product design direction across the platform.

Senior Product Designer & UX Consultant

Jan 2021 — Jun 2021

PetsApp, London

Sole product designer at an early-stage veterinary platform. Led design across web, iOS and Android — chat inbox, payments, video consultations — working directly with clinics to streamline workflows and client communication, contributing to significant growth in adoption and retention.

Senior UX Designer / Front-end Developer

Sep 2018 — Dec 2020

Ocado Technology, London

Led UX for the Ocado Smart Platform supply chain dashboard, making dense logistical data usable for supply chain teams across international retailers. Owned the technical side of the internal design system — wrote and documented reusable, accessible JS and CSS components used across multiple global teams.

Lead UX Designer / Front-end Developer

Apr 2018 — Sep 2018

Topdeck Travel, London

Analysed and implemented UX changes across the new website, with particular focus on the checkout flow and trip pages, working in close collaboration with an external back-end team.

UX Lead / Front-end Developer

Sep 2008 — Sep 2018

Anglo Management, London

Sole digital designer for the Anglo Management family of companies (Southern Fried Records, Anglo Digital, Moda Black, ASongs). Delivered websites and digital campaigns for artists and organisations including Fatboy Slim, Pete Tong, Madness, Idris Elba, Lost Village Festival, BMG and Universal Music — from interactive strategy and information architecture through to build.

UX/UI Designer / Front-end Developer — Raising IT, London

2015 — 2018

UX/UI Designer / Front-end Developer — Baar & Bass / AYA Jewels, London

2015 — 2016

Digital Designer / Web Developer — Chloédigital / Gadget Flow, London

2014 — 2015

Web Content Manager — Ladbrokes, London

2009 — 2010

EDUCATION

MSc Web Design & Development

University of London, 2011 — 2012

LANGUAGES

Portuguese — native

English — highly proficient

Spanish — highly proficient

SKILLS

UX, ideation & workflows · Wireframing & prototyping · Interaction & UI design · Usability & concept testing · Qualitative analysis · Design systems · Accessibility · HTML / CSS / JavaScript · React