David Kniola

Senior Product Designer

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SUMMARY

Senior Product Designer with 6+ years of UX and product design experience across insurtech, enterprise, government, and agency environments. Designs end-to-end experiences for complex B2B workflows, grounded in user research, usability testing, and data-informed iteration. Experienced in building and scaling design systems, designing for accessibility, partnering with product and engineering, and mentoring designers.

WORK EXPERIENCE

Thimble | Senior Product Designer | Mar 2024 – Present

- Design end-to-end product experiences for broker-facing and internal platforms, improving efficiency across quoting, binding, and policy management workflows
- Partner with product management, engineering, and operations to define requirements and deliver scalable solutions for complex insurance use cases
- Conduct user research and usability testing with brokers and internal users to uncover friction points and inform product direction
- Contribute to and evolve the design system, ensuring consistency across internal tools and customer-facing products

Sealed Air | Lead UX Designer | May 2022 – Mar 2024

- Led the redesign of enterprise web experiences using a design system and responsive design frameworks
- Conducted user research, built personas, and mapped user journeys to improve experiences across digital touchpoints
- Mentored junior designers and presented research insights and design recommendations to stakeholders

IQ Solutions | UX/UI Designer | Jun 2021 – May 2022

- Redesigned government websites to U.S. Web Design System (USWDS) standards
- Conducted user research and usability testing to improve accessibility and user engagement

Theorem Agency | UX Designer | Jan 2020 – Jun 2021

- Designed wireframes and interactive prototypes for clients including Aflac and KinderCare
- Ran A/B tests and optimized user flows based on the results

Flatiron School | Design Instructor | Jun 2019 – May 2020

- Taught UX and UI design principles to students worldwide through one-on-one and group instruction

SKILLS

Design: Product Design, UX Design, UI Design, Interaction Design, Design Systems, Wireframing, Prototyping, User Flows, Responsive Design, Accessibility, API Design

Research: User Research, Usability Testing, User Testing, A/B Testing, Personas, Journey Mapping

Collaboration: Cross-functional Collaboration, Stakeholder Presentations, Requirements Definition, Mentoring

Tools: Figma, FigJam, Amplitude, FullStory, Omni, Userlytics, UserTesting, Jira, Confluence, Adobe Creative Suite, Balsamiq

EDUCATION

Columbia College Chicago | Bachelor of Fine Arts (BFA)

Designation | UX/UI Design Bootcamp