M. David Conrad

206.349.5477
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To me, design is a belief system that can provide order in a world of chaos. As a designer, I believe simplicity is the better option and that you must think about the system you are creating from the moment you start work. I believe pacing is critical to good digital product experiences and you must design with that in mind. I believe you need to look for inspiration everywhere and that every detail is a battle you must fight for. I believe design is about relationships and relationships are endlessly fascinating.

Professional Experience

Senior Design Manager at Microsoft (Azure Data)
March 2017 – Present

At Microsoft, I oversee a small team responsible for designing the user experience for Azure Data Factory. This includes interaction and user interface design, collaborating with partners on messaging and marketing around the product as well as supporting our research team on customer validation and usability studies. Additionally, I manage a team responsible for toolkits which support the design teams working on the Azure portal.

Principal / Design Director at Design Commission
January 2005—March 2017

As a co-founder, Principal, and Design Director at Design Commission, I was primarily responsible for working with clients to identify goals and opportunities and then creating a plan to address them. Additionally, I handled job costing and resource planning, as well as working with our team to identify and execute on design directions and coordinated production and implementation with our engineers.

Chapter Organizer: Seattle at CreativeMornings
November 2011—Present

As the founding host for CreativeMornings, a global network of breakfast lectures for creative professionals, I work with the community, sponsors, speakers and a team of volunteers, to organize, promote, and host the free monthly events for about 200 attendees.

Advisor at Brand.ai
July 2015—November 2017

Prior to its acquisition by InVision and subsequent relaunch as *Design System Manager*, Brand.ai was a Seattle-based start-up focused on building software to support design library systems that integrated with the tools designers and developers use. My role as an advisor included consulting on matters relating to user experience design as well as product strategy and messaging.

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Instructor at University of Washington
March 2014—May 2016

As a visiting lecturer, I taught a three-hundred-level course on Mobile Experience Design in the University's School of Visual Communications.

Co-Founder at UI Stencils
January 2007—November 2015

As a co-founder and product designer for the UI design tool company, I was involved in all aspects of the business – from collaborating on product strategy and design to supply-chain management and inventory-control, to marketing, advertising, and customer service. We grew the company from its start as a holiday gift idea for our clients at Design Commission, to fully-matured and profitable product company with multiple employees.

Freelance Graphic Designer at Conrad Design
September 2000—December 2004

Freelance graphic designer, focused on projects ranging from print collateral to packaging projects to interactive and website design

Experience Design Lead at Electronic Arts
February 2000—August 2000

As an experience designer at the company's first venture into on-line gaming, my responsibilities included interface design, marketing design and production.

Designer at 800.com
August 1998—January 2000

I was a designer for the Portland-based dot-com company selling consumer electronics, where I helped design a range of surfaces including the ecommerce site's product pages and marketing collateral and provided photo production support.

Volunteer Experience

Mentor, Techstars
May 2012—September 2015

Board Member, Art with Heart
September 2003—May 2004

Advisory Board Member, AIGA Seattle
August 2011—October 2015

Education

University of Washington
Certificate, Design Firm Leadership and Management, 2002

Fort Lewis College
BFA, English / Communications, 1993–1997