

DARROUGH WEST

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SR. LEAD UI/UX DESIGNER

SUMMARY

Senior lead UI/UX designer with 15+ years owning end-to-end UX/UI strategy and execution for large-scale digital platforms, web products, and connected experiences. Operates as a principal-level individual contributor leading complex initiatives, defining experience direction, and delivering high-quality solutions that balance player needs, user behavior, and business goals. Deep expertise in UX flows, interaction models, wireframes, prototypes, and polished visual design, with a track record of clear design rationale informed by research and analytics. Contributes to and evolves design systems, accessibility standards, and UX best practices. A lifelong gamer with genuine passion for player-focused digital experiences.

CORE SKILLS

End-to-end UX/UI strategy for large platforms
UX flows, wireframes & prototypes
Design systems & accessibility (WCAG)
Research-informed, data-driven design

Cross-functional leadership
Design critique leadership
Scalable workflow definition
Figma expert: components, variables, dev mode

TOOLS

Figma Adobe CS Claude v0 Lovable
Hotjar Algolia React Tailwind

EXPERIENCE

Manager, Web Development & Digital Workplace — Liberty Hardware, Winston-Salem NC JUN 2024 – JUN 2026

- Led UX/UI strategy and execution for two large-scale digital platform initiatives, end-to-end across web and mobile.
- Created UX flows, interaction models, wireframes and prototypes; owned design decisions with rationale from research and analytics.
- Ran usability testing and data-driven optimization using Algolia search analytics and Hotjar session recordings.
- Evolved the platform design system and accessibility standards; partnered with Product, Engineering & Marketing.

28%

product page conversion lift

41%

mobile session duration increase

92%

reduction in friction-driven searches

6x

growth in traffic

Principal UX Designer / UX Engineer — Fidelity Investments, Raleigh-Durham NC

2021 – 2024

- Led complex UX/UI initiatives for high-traffic B2B digital platforms at enterprise scale, web and mobile.
- Co-led design and implementation of FDS, a scalable enterprise design system serving 150+ designers, shipped in 9 months.
- Led design critiques, raising craft quality across the design organization; defined scalable workflows.
- Partnered with Product, Engineering & QA in agile environments, informed by usability testing and analytics.

EXPERIENCE, CONTINUED

Director of Development (UX + Front-End) 2020–2021
Pillar4 Media, Charlotte NC

- Led UX/UI design and front-end development for large-scale digital content platforms.
- Partnered with Product, Engineering & Marketing on systems-thinking, component-based experiences.

Lead Creative Technologist 2015–2017
MullenLowe U.S.

- Owned end-to-end UX/UI for large-scale platform experiences and brand campaigns.
- Led the world's first livestream virtual 5K for YouFit, syncing live video to participant data in real time.

UX Designer / Interactive Developer 2002–2013
Various Clients & Agencies

- Designed and built interactive web experiences including branded games (Kellogg's, P&G via Biggs Gilmore) with a player-focused sensibility.

Front-End Developer / UX Engineer 2017–2020
IBM, Raleigh–Durham NC

- Built accessible interfaces aligned to the IBM Design System; earned Outstanding Technical Achievement Award (2019) and filed a patent (2018).
- Translated interaction models into functionals products in agile teams; supported usability testing.

Director of Technology 2013–2015
Ignite Social Media

- Led UX design and development for social web platforms with strong engagement mechanics for major consumer brands.

KEY HIGHLIGHTS

- Principal-level individual contributor driving large-scale platform UX/UI strategy
- Lifelong gamer with genuine passion for player-focused digital experiences
- Design system leadership across enterprise-scale component libraries
- Data-informed design: usability testing and behavioral analytics across every role
- IBM Outstanding Technical Achievement Award (2019) & first patent filed (2018)

EDUCATION

Associate Degree, Computer Graphics & Multimedia
Lansing Community College