Darron Davis

Senior UX / Product Designer

512 787-2614 (Austin, TX)
darrondavis@gmail.com
darrondavis.com | pw: easydoesit
linkedin.com/in/darrondavis

Senior UX and product designer with 15+ years of experience designing complex enterprise platforms, scalable design systems, and accessible digital experiences. At Merck, led UX for a global web platform and multiple enterprise design systems across international markets in a highly regulated environment, including UX for AI-assisted tools. Brings a background in creative leadership and a record of turning complex requirements into clear, reusable solutions.

Design
Product design, UX/UI, interaction design, prototyping, wireframing, visual design, information architecture

Design Systems
Component libraries, design governance, documentation, design QA, localization, RTL languages

Research
User research, usability testing, UAT, stakeholder feedback programs, backlog prioritization

Accessibility
WCAG 2.2 AA, accessible design patterns, screen reader and keyboard navigation, accessibility reviews

Tools
Figma, Adobe Creative Cloud, Adobe Experience Manager, WordPress VIP, Visual Studio Code, Mural, Jira

AI Tools
Figma Make, ChatGPT (enterprise), Claude, Gemini, GitHub Copilot, Firefly

Merck

UX Design Lead
January 2022 – Present

Senior Designer
March 2019 – December 2021

Led UX for the global web platform and enterprise design systems of a Fortune 100 pharmaceutical company, growing from hands-on design into ownership of design systems, platform UX, governance, and accessibility.

— Led UX for a global WordPress VIP platform that launched more than 55 sites in 2022, designing custom solutions for key market sites, including localization and right-to-left language support.

— Oversaw four enterprise design systems: took full ownership of one after an agency transition, designed another from an audit of eight market sites, and created a best-practice guide and video that reduced incorrect usage.

— Helped establish a cross-market Design Council and designed its process and voting systems to prioritize about 100 feature requests across 10 markets.

— Championed accessibility by auditing and revising design system components, partnering with accessibility specialists on screen reader and keyboard support, and presenting at company-wide accessibility events.

— Established a unified UX and visual design language across three previously disconnected enterprise planning tools, creating consistent interaction patterns and validating design decisions through usability testing with global users.

— Designed and launched a fully responsive global campaign site in under two weeks, piloting a lower-cost, in-house alternative to agency builds that any market can localize.

— Led a UX/UI audit of an AI-assisted content review and approval (MLR) tool, identifying ~50 usability issues from UAT and user feedback and designing solutions that drove adoption.

There's a second page →

W2O Group

Associate Creative Director
April 2016 – October 2018

Art Director
October 2013 – March 2016

Digital Designer
January 2013 – September 2013

Designed digital experiences, campaigns, and brand work for more than 100 clients across healthcare, consumer, and technology, earning two promotions.

Selected clients: Whole Foods Market, Adidas, Bayer, Comcast, HP, Intel, Verizon.

— Led creative projects from concept and scoping through final delivery, including digital campaigns, brand identities, social content, and responsive websites.

— Led visual and UX design for two W2O website rebrands in close collaboration with executive stakeholders.

— Managed a junior designer and mentored designers across the creative team.

— Shaped the identity and creative direction of W2O's SXSW presence from 2014 to 2018.

VM Foundry

(merged into W2O Group, 2013)

Designer
April 2010 – December 2012

Expanded into UX at an Austin digital agency, designing websites, digital ads, and social content for national brands.

— Designed sitemaps, wireframes, and user interfaces for clients including ExxonMobil, Honeywell, Mastercard, and Toyota, partnering with the in-house development team through deployment.

BuildASign.com

Graphic Designer
October 2007 – May 2009

Started in digital design at an Austin e-commerce company, creating web graphics, landing pages, and marketing emails alongside print products.

— Designed landing pages and marketing emails with the web team, optimizing them based on engagement metrics, and led a print-readiness group to reduce production waste.

Texas State University

San Marcos, TX

BFA, Communication Design, magna cum laude
Minor in Psychology

Even my resume gets user-tested
What do you think about resumes that are longer than one page?
Survey takes less than 10 seconds. No sign-in required: darrondavis.com/survey

