d|little **Devin Little** | www.devinlittle.com // devinslittle@gmail.com // 801.615.1897

WORK

Tava Health

Head of Design // April 2020–November 2023

As the very first employee hire, I established design as a key differentiator for Tava. Built a solid brand from scratch, and extended the brand by initiating a design system practice ensuring quality, consistency, and speed to development. Curated a user research pool and owned all design and research. Product managed multiple foundational features. Designed marketing material (print, web, and email campaigns) to draw users into the product. Collaborated tightly with all departments in the company to move business objectives forward and increase adoption of our product and services. Recruited and hired a balanced design team and advocated for their potential to grow and make an impact on the product and business.

Instructure

Director of Product Design // August 2018–March 2020

People development: Coached and developed a team of thirteen designers to increase their personal value and impact in the organization. Team building: Created a culture of vulnerability and authenticity where feedback and collaboration could thrive. Design strategy/ education: Paved the way for critical improvements to mature our design system. This included voice and tone, component creation for design and development, and well documented usage guidelines. Also, used public speaking to evangelize for design across the org.

Principal Product Designer // March 2018–August 2018

Designed a conversation tool to fuel deep connection between managers and employees. This tool was adopted as the primary strategic play to improve employee development at Instructure, and generated sales leads with hundreds of companies. Mentored fellow designers to further master their craft. Interviewed and hired top talent. Became an incredible listener and discovered the power of deep empathy during research.

Senior UX Designer // May 2014–March 2018

Took four distinct B2B SaaS products from concept to launch. Later, merged these products into a single suite backed by a unifying design system. Raised the bar of design excellence with a strong foundation in user research.

See LinkedIn for previous experience // December 2002–May 2014
www.linkedin.com/in/devin-little-7874874b

EDUCATION

Bachelors of Arts in Graphic Design

Brigham Young University // 2004-2008

EXPERTISE

- Empathy-based research
- Visual & interaction design
- Team Building
- Coaching & Development
- Leadership Development
- Public Speaking
- Problem Solving
- Storytelling
- Branding & Identity
- Vulnerability
- Fluent in French and Tahitian
- The Climbing of Coconut Trees