

David Crossman

Senior UX Designer

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Senior UX designer specializing in complex, data-dense tools for technical users. Five years at Comcast, including two as the sole designer across three broadband engineering teams, shipping web platforms and an iOS field app for network engineers, network operations centers and field technicians. I turn messy workflows and dense network data into clear, buildable designs, and work with engineering to ship them in phases.

EXPERIENCE

Comcast

Senior UX Designer

2024 – Present

UX Designer

Nov 2021 – 2024

Sole UX designer across three broadband engineering teams: CORE UI, XMF-R and OPTEK.

CORE UI · Network device management platform (web)

- Led the move from the team's in-house design system to MUI to speed up development, and migrated design work from Sketch to Figma, improving design efficiency by 30%.
- Drove a phased redesign of the entire web app on MUI. Instead of reskinning, I revisited every feature, using known pain points and user interviews to set new design logic applied across the platform.
- Designed workflows that let network engineers create, configure and modify residential and commercial devices, including multi-step wizards for port migration, device costing and LAG configuration. Improved user efficiency by 40% and satisfaction by 24%, and reduced errors by 8%.
- Set table and interaction standards (bulk actions, saved views, column customization, display density) used across alarm management, device dashboards and circuit listings.
- Planned phased delivery with engineering when bandwidth was limited. For example, I shipped Port Migration's validation and configuration step inside the existing UI first, before the full 6-step wizard was built.

XMF-R · Transport network monitoring (web)

- Partnered with optical engineering, transport engineering, and fiber and network SMEs to deliver XMF-R Transport Monitoring, a new product giving XOC/NNOC and fiber engineering teams visibility into fiber health, transport events and network operations.
- Designed live optical signal dashboards and side-by-side OTDR trace comparison (inline event markers, a persistent baseline/EOF delta strip) to help engineers isolate faults faster.
- Resolved top pain points from user feedback: a sticky header keeps the active device and last scan time always in view, segmented controls isolate specific endpoints, and a per-graph action rail (zoom, live view, download) puts key tools one click away.

OPTEK · XM4 field technician app (iPhone and iPad)

- Designed XM4, a new iOS app for phone and tablet used by Comcast's fiber optic field technicians nationwide to run diagnostics and to set up and repair fiber broadband connections. Worked directly with engineers and techs from concept to launch. XM4 is now live as the standard app for Comcast's fiber techs, with positive reviews from the field.
- Redesigned the companion XM web dashboard to match the app, including RF spectrum and OFDMA charts with crosshair comparison and linked table and chart highlighting.

Freelance

Product & Web Designer

2021 – Present

- Designed Booked & Busy, a mobile app for the cosmetic industry, from user flows and wireframes to high-fidelity iOS/Android screens and a developer handoff.
- Designed and built websites for small businesses in Framer, handling discovery, information architecture, visual design and launch.

Global Payments

UX Designer

Apr 2021 – Nov 2021

- Designed workflows for the Worldwide Credit Database, an internal tool risk and credit analysts used to look up and manage merchant credit data, working with PMs and developers from requirements through handoff.
- Ran usability tests with six analysts that uncovered pain points in the risk assessment calculator, then redesigned it with a comparison mode and filters for country, region and value range.

Morgan Stanley

UX Researcher

Sep 2018 – Aug 2019

- Improved task efficiency on the Audit Assessment Dashboard by 20% through user research and usability testing.
- Interviewed auditors and compliance staff and synthesized findings into journey maps and personas that reshaped how users uploaded new portfolios into the Customer Records System.

SKILLS

Specialties: Enterprise and B2B tools, complex multi-step workflows, data visualization, design systems, iOS and tablet design

Design and research: User interviews, usability testing, journey mapping, wireframing, prototyping, developer handoff

Tools: Figma, MUI, Angular Material, Framer, Adobe After Effects, Photoshop

Ways of working: Agile, Lean UX, Design Thinking, phased delivery with engineering

EDUCATION

Temple University

Bachelor's, Political Science · 2018

CareerFoundry

UX Design Certificate · 2021