David A. George

SENIOR PRODUCT ENGINEER

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SUMMARY

Senior product engineer with 13+ years of experience spanning UX, product design, frontend engineering, full-stack technical leadership, and AI/agentic product systems. Combines deep engineering expertise with product judgment to turn ambiguous user problems into polished, measurable outcomes. Experienced working directly with users, product, and design to discover opportunities, prototype solutions, run experiments, and ship end-to-end product experiences.

CORE SKILLS

Product Engineering Product discovery, customer/user research, rapid prototyping, experimentation, product analytics, usability testing, interaction design, UX tradeoffs, end-to-end ownership

Engineering Agentic AI systems, custom agent skills/workflows, TypeScript, React, Next.js, Node.js, tRPC, Drizzle, PostgreSQL, REST APIs, full-stack architecture, design systems, accessibility, performance, testing, CI/CD

Product & Technical Leadership Cross-functional engineering/product/design leadership, technical direction, mentoring, stakeholder alignment, product discovery, technical discovery, architecture

EXPERIENCE

Clarvos

Engineering Manager, Frontend & Full-Stack Tech Lead

January 2026 – November 2026 • Remote

- Partnered with product and design to shape and launch Creative Studio, an AI-powered ad creation and editing product, while serving as hands-on technical lead across frontend, backend, ML, and agentic systems.
- Partnered with product and design to turn customer feedback into product improvements, including workflows that helped marketers rapidly adapt ads across messages and formats while preserving brand consistency.
- Reshaped the application architecture and engineering workflow around end-to-end product ownership, reducing frontend/backend handoffs and enabling engineers to deliver complex product work in days instead of weeks.
- Led two application-wide redesigns in 8 months, shaping product and architecture decisions that improved extensibility and reduced friction in future product iteration, while serving as primary implementer for each migration.
- Established engineering-led technical discovery and moved epic decomposition closer to implementation teams, reducing back-and-forth with product and creating AI-assisted workflows for turning ambiguous product ideas into executable plans.
- Managed and mentored the frontend engineering team through its transition to full-stack development while remaining hands-on in discovery, architecture, implementation, and launch decisions.
- Designed custom agent skills and workflows to give AI systems reusable domain knowledge and task-specific capabilities, supporting faster product experimentation and more reliable agent behavior.

Senior Front-End Software Engineer & Lead Product Engineer

June 2025 – December 2025 • Remote

- Worked with product and design to explore multiple directions for the product, rapidly prototyping and evaluating different concepts before committing engineering effort to a path.
- Partnered with product and design from early concept through implementation, shaping AI-powered workflows and product behavior while owning the production frontend across data-science, ML/agent, and API-backed experiences.
- Partnered with design to translate an application-wide rebrand into a scalable product system, defining visual, component, and interaction foundations and carrying them through production.
- Established frontend AI-integration patterns and living component documentation in Storybook, improving the team's ability to prototype and ship new product experiences consistently.
- Mentored engineers, led cross-functional collaboration with product and design, and participated in hiring across engineering and product roles.

Fringe, Inc.

Senior Front-End Engineer & Lead Product Engineer

November 2022 – May 2025 • Remote

- Redesigned and rebuilt Fringe's marketplace discovery experience around interest-based recommendations and a streamlined purchase flow, reducing time to add a product to cart by approx. 30%.
- Established user-testing research with power users. Used interviews, Figma prototypes, A/B testing, and rapid iteration to redesign the cart experience and increase completed checkouts.
- Defined the MVP, designed the experience, and led UI development for Fringe's ADP Thrive Marketplace offering from concept through launch, enabling purchases without requiring a separate Fringe account.
- Led frontend architecture and established shared product and design-system foundations. This let design and engineering iterate faster, reducing development time by approximately 40% while improving parity between Figma and production.
- Improved accessibility, performance, and frontend quality across the platform, achieving WCAG 2.2 AA compliance, increasing Lighthouse scores by 35%, reducing bundle size by 20%, and expanding unit and visual-regression testing.
- Mentored engineers and served as a product-minded technical partner to design and engineering, helping refine interaction ideas, evaluate feasibility, and carry product intent through production without losing UX quality.

CapCenter

Product Designer & Lead UI/UX Developer

October 2019 – November 2022 • Richmond, VA

- Led product design and frontend development across mortgage, lending, and real-estate products, owning experiences from user problem and interaction design through production implementation.
- Owned the redesign of CapCenter's loan application experience; the resulting product changes were a major contributor to loan volume growing 500% to $1.2B while NPS increased two points.
- Designed and built a home-search experience and supporting financial tools that helped customers discover properties and understand complex lending tradeoffs in the same product journey.
- Led UX/UI design for the company's broader digital redesign while establishing accessible, reusable frontend patterns across the product ecosystem.

NBA Top Shot / Dapper Labs

Technical Consultant

September 2021 – December 2021 • Remote

- Supported onboarding, personalization, and growth experiments for NBA Top Shot, combining product, data, and implementation work across an audience of 2M+ users.
- Enabled highly-targeted personalization, campaign automation, and A/B testing by building the underlying data normalization needed to support those experiments.

Dito

Lead UX Designer & UI Developer

January 2017 – October 2019 • Remote

- Led product design and UX discovery for internal and customer-facing applications, working directly with users and stakeholders to understand problems before defining solutions.
- Conducted usability testing, wireframed and prototyped product concepts, and translated findings directly into production applications, owning the path from research through implementation.
- Served as lead designer and developer on enterprise products including Northrop Grumman's NEXT intranet and San Joaquin County's Section 508-compliant foster-program matching engine.
- Worked across design, engineering, customer consulting, and technical sales, using direct customer context to shape both product decisions and implementation.

Technical Marketing Lead & Google Maps Solutions Developer

March 2015 – January 2017 • Remote

- Combined customer discovery, technical product development, and sales engineering, working directly with customers to translate business needs into technical solutions.

EARLIER PRODUCT & GROWTH EXPERIENCE

Koofers.com — Senior Client Strategy • 2013 - 2014
Led business-development, retention, conversion, and product-growth initiatives for a Series A education platform through its 2014 acquisition.

Heyo — Head of New User Experience • 2012 - 2013
Owned acquisition, onboarding, and trial-to-purchase conversion as one of the company's first ten employees, using product analytics, prototyping, and live usability testing to identify friction and improve the new-user experience.

EDUCATION & PROFESSIONAL DEVELOPMENT

Virginia Tech — B.S. Business & Marketing Management, 2012

Silicon Valley Product Group — Product Operating Model Masterclass, 2024
Nielsen Norman Group — Omnichannel Journeys & Customer Experience with Interaction Design Specialty, 2021
Google — Associate Cloud Engineer, 2018

SELECTED RECOGNITION

Innovative Technology Award, California — 2017
San Joaquin County Foster Program Matching Engine · Lead UX Designer & Lead UI Developer

RECOMMENDATIONS

S.K. — Product Design & Product Management, Fringe
"David shined working at a fast-paced, early-stage start-up where roles were blurred and deep creativity and understanding of strategy were paramount… I always enjoyed design review with David, debating user experience decisions, overall aesthetic, and usability."

Jonathon — Full-Stack Software Engineer, Fringe
"David was regarded as the person to go to when any custom design or interaction was to be implemented… an extremely valuable voice to have at the table during feature proposals and prototyping, offering a unique perspective of engineering feasibility coupled with UX best practices."

Jeff — Full-Stack Software Engineer, Clarvos
"David went above and beyond to improve the user experience throughout the product, with a strong focus on usability details as well as the software architecture underlying it… [and] was instrumental in converting a Java back-end and React front-end to a full-stack Next.js platform."

Aaron — Full-Stack Software Engineer & Artist, Manager
"His background in design is a huge asset… He's proactive about working with our design team when there are questions about the design or he has refinements to suggest… He comes with proposals and solutions to solve problems other people haven't yet encountered or anticipated.

If you're looking for a UI engineer who can make a noticeable impact on the short-term and long-term success of your team, and serve as a force multiplier and mentor for their teammates, I'd highly recommend working with David."