

David Carmona

Principal Designer

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SUMMARY

Principal Designer with two decades of experience turning complex, fragmented software into products people can reason about. Most recently leading design systems and AI-assisted workflows at enterprise scale — first at LinkedIn for over a decade, and now at ServiceNow.

EXPERIENCE

Principal Designer — ServiceNow

Sep 2025 — Present
Santa Clara, CA · Remote

Leading design for the Industries division — including the Visa DPS (Disputes Processing System) Workspace, Now Assist-powered onboarding, Customer 360, and Interaction Record — spanning FSO and cross-industry verticals like Healthcare, Telecom, and Manufacturing.

Board Member — Marketing & Communications — Monterey Peninsula Ballet Theatre

Feb 2025 — Present
Monterey County, CA · Hybrid

Lead all marketing and communications efforts — website, social, email, and text outreach — to strengthen community connection and organizational growth. Developed a Marketing & Communication playbook with best practices and templates for scalable future efforts.

Principal Designer — LinkedIn

Feb 2012 — Feb 2025
Mountain View, CA

UX Designer → Senior UX Designer → Staff UX Designer → Principal Designer

- Led the Sales Solutions team, transforming the Sales Navigator experience with AI-powered features to help sellers close deals more effectively.
- Designed LinkedIn's next-generation design language, codenamed Mercado, and directed the Marketing Solutions team on measurement and audience insights.
- Led LinkedIn's Art Deco Design System — reusable components and design foundations adopted company-wide, with standards for accessibility and performance.
- Optimized the profile experience on the Identity team and built a framework for entity pages spanning Company, Jobs, Groups, Education, and Skills.
- Designed and led the Premium subscription experience, and built and expanded new marketplaces including Sales Navigator.

User Experience Designer — Reputation.com

Mar 2011 — Feb 2012
Redwood City, CA

Designed landing pages, product pages, buy-flow, and campaigns for the world's leading digital reputation and privacy management platform — from wireframes through HTML prototypes.

User Experience Designer — SET Media Inc

Dec 2008 — Mar 2011
San Francisco Bay Area

Defined the user model and UI for an online video ad-tech platform, backed by Crosslink Capital, that let brand advertisers buy online video the way they bought TV. Built storyboards, mockups, and prototypes end to end.

Marketing Coordinator — Revision3 (Discovery Digital Networks)

Jun 2008 — Oct 2008
San Francisco Bay Area

Supported market planning, promotion, and partner marketing campaigns for a multi-channel internet TV network.

Marketing Associate — ITO EN (North America)

Jan 2005 — Jan 2007
San Francisco Bay Area

Led US demo-marketing and promotional video creation for the green tea beverage company.

SKILLS

Design Systems

Interaction Design

Figma

Prototyping & Wireframing

Design Leadership

Cross-Functional Collaboration

AI-Assisted UX

Design Operations