

DAVE MEARSHEIMER

Product Designer

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Product designer on enterprise digital platforms. Four years in-house at Mitutoyo, the industry leader in precision measurement, owning three web properties across the US, Canada, and Mexico plus the product information system behind them. Background in graphic design and computer science.

EXPERIENCE

Mitutoyo America Corporation

July 2022 – Present

Web Content Developer

Greater Chicago Area

Product design scope: three web properties, PIM, and portal messaging across three markets

- Own three web properties across the US, Canada, and Mexico: the corporate site, the marketing platform, and the product information system feeding both.
- Run in-product messaging for the customer and distributor portals, including announcements, promotional banners, and email notifications.
- Built and maintain the design system unifying UI across 7 interconnected web properties.
- Designed and launched over 100 landing pages, from site maps and user flows through wireframes and high-fidelity mockups.
- Own accessibility and SEO across all properties, using search behavior data to shape information architecture and content hierarchy.
- Analyze user behavior in Google Analytics to identify friction points and propose iterative design changes, partnering with development and marketing through release cycles.

Independent Design Work

May 2019 – Present

Product & Visual Design

Remote

- Designed a substitution approval flow for a grocery delivery platform, moving a six-tap in-app decision to a single lock-screen tap. Support contacts citing a wrong or unexpected item fell roughly 15 percent per 100 orders after launch. Client under NDA.
- Rebranded the American Premier League, including visual identity and a tournament platform covering schedules, brackets, and live standings. The following season drew the league's first international teams and secured two sponsors covering operating costs.
- Translate ambiguous client briefs into defined problems and shipped solutions across esports and adjacent industries.

Blue57

March 2021 – July 2022

UI/UX Design Intern

Remote

- Led an end-to-end website redesign from discovery and competitive analysis through final visual execution.

SELECTED PROJECTS

Hearth · Mobile-first smart home dashboard. Designed and built solo, including reduce-motion, larger-text, and high-contrast modes. Live at designswithdave.com/hearth

CoinLogic · Concept for a modular crypto trading workspace consolidating charting, whale tracking, and rule-based automation onto one screen.

SKILLS

Design	Product design, Design systems, Information architecture, Interaction design, Prototyping, Accessibility (WCAG)
Research	User research, Usability testing, Heuristic evaluation, A/B testing, Analytics
Technical	Figma, HTML/CSS, Product information management, SEO, GA4

EDUCATION

Michigan State University

August 2018 – May 2022

Bachelor of Fine Arts, Graphic Design · Dean's List