

# David Le

Product Design Engineer

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## Experience

### Principal Product Design Engineer

DB UX Design Lab | Medford, MA | Aug. 2021 - Present

#### Project: Vibe Conductor (AI-Native Hardware R&D)

- Directed end-to-end hardware engineering bridging latency between human intent and agentic AI workflows
- Designed custom PCB schematics and firmware using RP2040 ARM architecture to integrate voice-to-text triggers with low-latency IDE execution
- Fabricated FDM enclosures in carbon-fiber PETG; executed 4+ revisions to resolve I2C signal integrity and interference

#### Project: The Finelli Team Platform (jamesfinelliteam.com)

- Architected scalable headless CMS ecosystems, optimizing content delivery and high-availability for high-traffic real estate assets
- Engineered a scalable headless CMS database structure to manage high-fidelity property assets, core services, and multi-agent portfolios
- Optimized conversion funnels generated the lead for 111 Noble St, driving a ~\$7M all-cash transaction and setting a new record for Greenpoint, Brooklyn

#### Project: Crispy App (iOS Food Discovery)

- Directed technical product strategy and migration of web-based MVP to native iOS environment, optimizing information architecture for mobile-first performance
- Engineered information architecture optimizing data retrieval flows, resulting in an 85% reduction in user time-to-task.
- Designed high-fidelity prototypes and animation assets that drove 100+ waitlist signups pre-launch

### Digital Marketing Coordinator

BRZ Insurance | Malden, MA | May 2018 - Apr. 2020

- Architected sales funnels generating \$4M in revenue and boosting conversion from 25% to 43%
- Executed SEO strategies resulting in a 65% increase in visibility and 75% growth in organic traffic
- Managed external creative teams to produce high-engagement digital sales collateral

Product Design Engineer based in Boston, bridging the gap between physical hardware and digital interfaces. I specialize in rapid prototyping (CAD/PCB) and AI-native workflows, moving beyond traditional design boundaries to build functional, tangible products.

## Skills

### Hardware & Prototyping

CAD/CAM Modeling, PCB Design & Assembly, Electronics Soldering, Microcontrollers, FDM 3D Printing, CMF Strategy, Reverse Engineering

### Digital Product Design

End-to-End UX/UI, Design Systems, 3D Visualization, Motion Design, User Research, Information Architecture, AI-Native Workflows

### Tools & Stack

Autodesk Fusion 360, Blender, Figma, DaVinci Resolve, Webflow, Python, HTML/CSS, Git/GitHub

## Education

### Amherst College

BA, Art & the History of Art and Political Science

## Interests

Rock Climbing, Analog Photography, Classical Violin, Road Cycling