

David LaHaye

Principal Product and UX Leader

Enterprise Platforms | Experience Alignment | AI-Enabled Workflows

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EXECUTIVE SUMMARY

Principal-level leader operating at the intersection of Product, UX, and Systems Strategy. Over 15 years leading enterprise platforms and shared experience initiatives that reduce complexity, unlock capacity, and deliver durable business outcomes. Known for aligning product, design, and engineering around shared vision and operating models, transforming fragmented tools and workflows into scalable, trusted platforms, including production AI capabilities embedded responsibly at enterprise scale.

LEADERSHIP FOCUS AREAS

- Enterprise platform strategy and multi-year roadmap ownership
 - Experience alignment across tools, teams, and workflows
 - AI-enabled workflows and responsible production systems
 - Organizational change, adoption, and operating-model design
 - Cross-functional leadership without formal authority
 - Capacity creation, cost avoidance, and system durability
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EXPERIENCE

TARGET CORPORATION

Principal-level Product and UX Leadership

March 2017 to Present

Lead Product Manager, Enterprise Digital Asset Platform

March 2019 to Present

Led strategy and evolution of Target's enterprise digital asset platform, transforming it into a scalable system of record and intelligence layer for digital content across the organization.

- Framed fragmented asset workflows as a platform, experience, and operating-model problem, aligning stakeholders across marketing, creative, legal, and engineering.
- Defined and owned a multi-year platform strategy balancing delivery, system health, and long-term organizational adoption.
- Established shared experience standards and workflows that reduced cognitive load across tools and teams, accelerating onboarding and usage at scale.
- Led the design and rollout of a production AI metadata enrichment pipeline operating at enterprise scale to process millions of assets and reduce manual effort across the content lifecycle.
- Introduced a decoupled experimentation and validation pipeline allowing safe testing and iteration before promotion into production workflows.
- Enabled traceability and reprocessing by storing enrichment outputs with model and configuration context, supporting quality assurance and governance.
- Drives double-digit million-dollar annual value through a combination of cost avoidance and capacity creation enabled by platform consolidation, automation, and intelligent enrichment.

- Positioned AI as an embedded platform capability rather than a point solution, ensuring long-term value, trust, and adaptability as models and business needs evolve.
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Lead Product Manager, Internal UI Toolkit and Experience Enablement

December 2017 to March 2019

Brought teams together around a shared experience vision and enablement model, allowing product teams to move faster while preserving autonomy.

- Identified fragmentation in internal tools as an organizational alignment and operating-model challenge, not a tooling gap.
 - Introduced shared experience standards, patterns, and enablement resources that reduced duplication and improved consistency across teams.
 - Established an innersource contribution model that increased cross-team participation by 50 percent, shifting ownership from a central team to the organization.
 - Reduced setup time, technical friction, and long-term maintenance burden for partner teams, accelerating time to value.
 - Catalyzed cross-organizational collaboration around internal experience quality and system health.
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Lead Product Manager, Enterprise Analytics Platform

December 2017 to March 2019

Turned a proof of concept into an enterprise analytics platform by prioritizing clarity, accessibility, and adoption over technical sophistication.

- Reframed analytics from a specialized capability into a shared decision-making tool usable by partners in any role.
 - Reduced implementation complexity, onboarding time, and maintenance overhead by approximately 90 percent.
 - Achieved time to value under five minutes for new adopters, enabling rapid insight without training.
 - Drove adoption across more than 65 internal products within the first year.
 - Enabled teams to understand product usage, experimentation outcomes, and iterative improvements through intuitive workflows.
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VERITAS TECHNOLOGIES

Senior Principal UX and Product Leadership

June 2016 to November 2017

Senior Principal UX Lead, NetBackup

Led UX strategy for the next generation of Veritas' flagship data protection platform, operating at the intersection of experience, platform architecture, and organizational alignment.

- Reframed next-generation data protection as an experience and system-coherence challenge rather than solely a technical one.
- Aligned multiple product teams, UX, engineering, sales, and support around a shared experience vision.
- Introduced common experience principles and interaction patterns that reduced fragmentation across a highly complex product surface.

- Partnered directly with customers to validate direction while balancing enterprise constraints and usability.
 - Influenced executive and product leadership on experience tradeoffs critical to long-term platform evolution.
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Senior Principal Product Manager, Experience Alignment and Enablement

- Identified experience inconsistency as an organizational alignment and operating-model problem, not a tooling gap.
 - Secured executive alignment and funding by framing experience coherence as a multiplier of velocity and customer trust.
 - Introduced lightweight standards, patterns, and enablement mechanisms adopted incrementally without disruption.
 - Removed silos by creating shared language and collaboration models across design, product, and engineering.
 - Enabled adoption across most Veritas products through trust, utility, and autonomy rather than mandate.
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Principal UX and UI Designer, Office of the CTO

- Led research, design, and prototyping for early-stage initiatives aligned to long-term company vision.
 - Collaborated with globally distributed teams to de-risk concepts and inform executive decision-making.
 - Served as a UX mentor across innovation efforts, raising experience maturity beyond individual projects.
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FOUNDER AND OPERATOR EXPERIENCE

Founder and Operator, Multi-Disciplinary Design, Technology, and Production Ventures

2009 to 2014 | Limited advisory consulting thereafter

- Owned end-to-end lifecycle of client-facing products and services, including sales, delivery, and long-term success.
- Built lightweight systems and repeatable workflows to deliver consistent outcomes across diverse constraints and industries.
- Managed small teams and contractors across design, development, and production disciplines.
- Partnered directly with executives and business owners, translating ambiguity into practical, shippable solutions.
- Developed operator-level judgment around prioritization, tradeoffs, and risk that informs enterprise platform leadership.

Representative ventures:

Bullfrog Sweatshop | MAD Photo Studio | Wrapped Up

EARLY CAREER | Design, Product, and Technical Foundations | 1999 to 2009

- Built foundational experience across UX design, product thinking, and technical execution prior to transitioning into enterprise leadership roles.
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Selected case studies available upon request: Enterprise Digital Asset Platform, AI Metadata Enrichment Pipeline, Experience Alignment at Scale