Dave Jans Levy
DESIGN LEADERSHIP

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ABOUT

As a Product Design Director, I focus on building and leading a high-performing, collaborative team of product designers and design leaders. I take a strategic approach to aligning cross-functional teams, shaping the product roadmap, and ensuring consistent execution across multiple initiatives.

With a strong background in visual and interaction design for software, I bring a deep understanding of the product development lifecycle and a proven ability to scale design resources effectively. I work closely with product managers, engineers, researchers, and analysts to deliver exceptional user experiences, while fostering a thriving, growth-oriented design culture.

Core Competencies
Leadership: Extensive experience nurturing diverse teams, providing actionable feedback, and fostering accountability.
Strategic Vision: Expert in transforming business needs and customer insights into impactful design solutions.
User-Centered Design: Proficient in user research, usability testing, usability and experience analysis to deliver seamless solutions.
Collaboration: Skilled in aligning product, engineering, and business stakeholders to execute a unified product design vision.
Operational Excellence: Experienced in managing workflows, design systems, and tracking UX performance metrics and company-set KPIs.
Effective Communication: Adept at navigating complexity with clarity, adaptability and a focus on empowering teams.

EXPERIENCE

Global Design Director INBEV 2021 - 2025
Managing global teams of designers, researchers, coordinating product design cycles, measuring results and driving continuous improvement.

As part of the strategic leadership:
I am responsible for the UX product strategy and roadmap of AB Inbev's Global Data Portal and BEES B2B Marketplace .
I define, track, and analyse KPIs to measure the impact of design on product success and distribute this with the teams.
Leverage data-driven insights, research, and AI experimentation to guide design decisions and uncover areas for improvement.

UX Lead NETCRAFT 2017 - 2020
Led design teams and acted as the primary UX point of contact for clients. Ensuring successful delivery of projects from concept to final product.

Clients:
Dell EMC, CyberX (Microsoft), Change Healthcare (United Health/Optum), Cisco, General Electric Healthcare , Vayyar, Vector Energies New Zealand.

VP Design APPNEXT 2014 - 2016
Led UX design and product strategies, translating business goals into distinctive brand and product experiences.

Launched and maintained Appnext mobile monetisation platform. Team-leading the design department.

EDUCATION / ACHIEVEMENTS / SKILLS

Residency
Tel Aviv, IL
Languages
EN, FR, NL, HE
Dual Citizenship
ISR/BEL

Education
Product League
Mentorship Program SF, USA
Post Grad Lecturer Training
Erasmus Hogeschool Brussels BE
Master of Architecture
(MA.Arch) PHAI Architecture Institute, Belgium

Achievements
Launched ABI Global Data Platform in 6 months delivering Time-to-Insight with 60% time gain.
ABI design team reported +100% on company-set KPIs 2021-2024.

Established user work flows for CyberX with +40% in customer satisfaction. (Acq. Microsoft in 2021)

Led UX design for Appnext mobile monetisation platform. User revenue grew 400% in the first two years.

Skills
- Strategic design leadership
- Business acumen
- Design team management
- Mentorship
- Talent recruitment
- Cross-functional collaboration
- Empathy and user advocacy
- Prototyping & wire-framing
- User research methodologies
- Design thinking & brainstorming
- UX & Interaction design
- Information architecture
- Competitive analysis
- Quality assessment
- Accessibility design standards
- User journey mapping
- Design systems
- Designing for Data Science
- AI/ML interface design
- Adaptability in dynamic environments
- Clear communication across technical and non-technical teams

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Portfolio
userbestie.com