DAVID ISAACS

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Summary

Versatile product leader with experience across consumer and enterprise B2B products, specializing in:

- Leading enterprise B2B SaaS platforms and applications
- Reimagining established products as AI-first offerings
- Setting a clear product vision, strategy and roadmap
- Building and leading product, design and research teams
- Executive stakeholder management and alignment

Based in Brisbane, Australia. Available for remote/hybrid/on-site roles.

Experience

Product Lead
Canva, Brisbane (Australia)
October 2024 – Present

Product lead for Presentations and Whiteboards at Canva. Grew Presentations to over 100M monthly active users, making it Canva's largest Visual Suite product, and grew Whiteboards to over 15M monthly active users. Evolved and redefined both products as AI-first offerings.

VP, Product Management
Skedulo, Brisbane (Australia)
February 2023 – October 2024

Global leader for product management, product design and research functions at Skedulo, an enterprise B2B SAAS scheduling platform. Responsible for product vision, strategy and roadmap across full product suite of platform and applications. Successfully delivered two major product launches in first 12 months, which were the result of key application transformation programs.

VP, Design & Research
Skedulo, Brisbane (Australia)
November 2021 – February 2023

Led product design, user research, and brand design functions at Skedulo through major company growth following Series C investment. Responsible for maintaining strong design culture and co-leading the product development organisation with partners in Engineering and Product Management.

Product Lead, Vaccination Scheduling Platform
Skedulo, Brisbane (Australia)
December 2020 – June 2022

Product lead for Skedulo's highly successful COVID-19 Vaccination Scheduling platform. The product was built and launched in 2020 and generated over $10m in ARR in its first 6 months, securing customers like the government of California, New Zealand MoH and Ontario MoH. I led product management and design of the product from launch and through rapid and successful scaling.

Head of Design
Skedulo, Brisbane (Australia)
June 2017 – November 2021

Led product design, user research and brand design functions to help the company grow from $5m to $25m in ARR over a period of 4 years. Set a clear vision and direction for the evolution of the product/platform's user experience design, established Skedulo's product design system, and successfully executed a major brand evolution and redesign of Skedulo.com. Grew team from 4 to 12 people.

UX & Design Manager
Deloitte Digital, Brisbane (Australia)
March 2014 – June 2017

Responsibility, oversight and direction for the Deloitte Digital experience design team in Brisbane. Provided creative leadership for teams of UX designers, visual designers and user researchers across multiple projects for web, mobile application and service design. Managed client relationships and digital product design and development teams of up to 15 people on client engagements. Accomplishments include achieving recognition through several design industry awards including the Pixel International Design Awards, AIMIA awards, Sitecore Customer Experience Awards and Sydney Design Awards.

Freelance Senior UX Designer
Ubuntu Touch, Canonical, London (UK)
November 2013 – February 2013

User experience design of Ubuntu Touch - the gesture based version of the world's most popular free operating system targeting full convergence across three form factors - mobile, tablet and desktop.

Freelance Senior UX Designer
British Sky Broadcasting, London (UK)
February 2013 – November 2013

Leading UX & Design for My Sky, the account management area of Sky.com. Designed a new responsive version of the Sky Bill to improve clarity and reduce calls to the call centre. Providing creative leadership by delivering creative workshops, mentoring other UX Designers, and assisting with innovation processes across Sky.com.

Lead Designer, BBC Search
BBC Future Media, London (UK)
August 2012 – February 2013

Responsible for setting the vision for the ground-up redesign of BBC Search across platforms. I led a small team including Designers, Information Architects and User Researchers from the project inception to deliver a long term strategy for BBC Search based on research and design thinking; followed by delivering prototypes and detailed designs for the first major release scheduled for late 2013.

Senior Interaction Designer
BBC Future Media, London (UK)
September 2011 – July 2012

Responsible for design of interactive products within the Personalisation and Social Platforms (PSP) and BBC iPlayer teams. Led the design for a number of 'social plugin' modules used globally across bbc.co.uk, including concepting and prototyping for a new live blogging platform. Led the concepting and design for a major stream of work for the new BBC iPlayer product across platforms (desktop, tablet, mobile).

Interaction Designer
BBC Future Media, London (UK)
September 2010 – September 2011

Responsible for design of interactive products within the Learning and Knowledge portfolios. Including research, IA and interaction design for the redesign of BBC Learning's flagship product, Bitesize; and concept development work looking at consolidating and simplifying the future Learning and Knowledge offerings as part of the One BBC / BBC 2020 vision.

Senior User Experience Architect / User Experience Architect
Grand Union, London (UK)
September 2007 – August 2010

User Experience Design consultancy for a range of clients including Boots, Best Buy, Waitrose, Sportingbet, Inmarsat, Debenhams, Digital UK and Coca Cola. I was responsible for delivering user-centered design documentation, running workshops and presentations with senior client stakeholders, and mentoring junior members of the team.

Analyst, Business Consulting
Accenture, London (UK)
May 2005 – February 2007

Worked on a number of projects for Barclays and BP. Led the Customer Experience Design process for a new account opening system for bank staff at Barclays retail branches. The new system improved the overall customer experience by shortening the process, ordering the steps of the process to support a natural conversation, and providing a design that allowed staff to 'share' screens with the customer.

Honors Thesis

University of Queensland, Brisbane (Australia)

February 2003 – November 2003

'Evaluating Input Devices for Musical Expression'. Research project looking at applying principles from Human-Computer Interaction to evaluate the usability of digital musical instruments and new music interfaces. The thesis can be found at http://www.itee.uq.edu.au/~markp/.

'Sonic Rezurections'. Presentation and panel discussion of the above research project at This Is Not Art 2003 (http://www.thisisnotart.org/), a leading Australian independent arts and new media festival.

Education

Bachelor of Information Technology (Honors 1st Class)

University of Queensland, Brisbane Australia

2000 - 2003

Specialised in Human-Computer Interaction (HCI). Dean's Commendation for High Achievement in 2001, 2002 and 2003.

Skills

Product Management (Consumer & B2B SAAS), Product Strategy, AI Product Strategy, Product Design, Leadership and Team Building, Creative Facilitation, Design Systems, User Research, Brand Design and Creative Direction, Platform & Ecosystem Strategy

Interests

Travel. Music. Hiking. Design. Cricket. Reading.

Referees

Available on request.