Dave King

Senior UI/UX Designer · Adelaide, SA

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Summary

Senior UI/UX and product designer with 17+ years across graphic, web and UX design. At Amadeus I owned the White Label Self Service Design System used by major airports including Heathrow, Changi and Adelaide, led WCAG 2.2 AA adoption across the self-service product suite, and worked with up to six engineering teams across five cities. I research in the field, design in Figma and ship production React.

Experience

Senior User Experience Designer

Amadeus · Jun 2019 - Oct 2026

As the Senior User Experience Designer for the travel unit, I owned the White Label Self Service Design System and led UX for self-service products such as check-in kiosks, bag drop and biometric enrolment, used at airports including Heathrow, Changi and Adelaide. My work covered the full process: planning and scoping with stakeholders, research through user interviews, in-airport observation and data analysis, then design and prototyping in Figma through to delivery with up to six engineering teams. I led WCAG accessibility adoption across the product suite and supported other UX professionals as a member of the Amadeus UX Heads group and UX lead for Airport Ops Australia & Pacific.

User Experience Designer

Vedaleon · Nov 2015 - Jun 2019 · Acquired by Amadeus

I was the only designer at Vedaleon through its acquisition by Amadeus. I developed our user research methodology and designed bespoke solutions for major airlines and airports, including corporate websites, booking engines, self-service products and operational applications, working closely with engineers, product managers and QA.

Web Design Lead

Havealook Websites · Apr 2010 - Nov 2015

I led and mentored a team of five designers, improving the team's skills through design and development education and reviewing all work before launch. I worked hands-on with clients to understand their needs and build lasting relationships.

Designer & Developer

Freelance · Nov 2009 - Present

I design and build for a small number of clients each year, from strategy through to launch. Recent work includes three versions of Torii Consulting's website, most recently a rebuild that closed security gaps and simplified content management.

Leadership

UX Heads APAC

Amadeus · Jun 2019 - Oct 2026

One of the UX leads representing Australia and the Pacific, working with teams in France, Lisbon and Singapore to shape Amadeus's shared design systems and UX methods.

Web Design Lead

Havealook Websites · Apr 2010 - Nov 2015

As lead I headed a team of five designers and was tasked with improving staff capabilities through design and development education. I also reviewed all work prior to launch, ensuring standards were properly met for all clients.

Education

Grenadi School of Design

Graphic Design & Communication · Class of 2009

My design studies covered graphic and web design, photography, animation and illustration, with a grounding in visual communication, typography and layout that still shapes how I work.

RMIT User Experience Design

RMIT University · 2022

The course validated the UX research experience I already had and deepened my skills in UX design and research, which I put straight to work at Amadeus and in my freelance projects.

Skills

Design & Prototyping: Product design, UX/UI design, Figma, Design systems and tokens, Prototyping, Photoshop, Illustrator, After Effects, InDesign, FigJam, Mural

Research & Accessibility: User research, Usability testing, User interviews, Observation studies, Personas, Journey mapping, Findings synthesis, Data analysis, RUM monitoring, WCAG 2.2 AA audits, Inclusive design

Leadership & Collaboration: Stakeholder management, Cross-functional teams, Design system governance, Design critique, Mentoring

Technical: JavaScript, React, Next.js, HTML, CSS/SCSS, SQL, Git, Jira, Figma Dev Mode, AI/Claude Code