

DAVE FEROE

PRINCIPAL UX RESEARCH STRATEGIST & FACILITATION LEADER

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Principal UX research strategist with 15+ years of experience helping organizations make confident product decisions that reduce risk in complex, high-stakes environments. Translates user insight into decisive portfolio action within enterprise platforms, including safety-critical aviation systems. Architects and leads strategic workshops and design sprints that align stakeholders, clarify ambiguity, and accelerate informed decision-making.

CAREER HIGHLIGHTS

- Selected as **1 of 6 Boeing employees** for Apple Enterprise facilitation training; led **20+ design sprints** that accelerated product roadmaps by an estimated **3–6 months** per initiative.
- Facilitated a design sprint that contributed to the signing of **\$2.4M in Jeppesen data subscriptions** during the workshop.
- Designed and facilitated 50+ cross-functional workshops that revived at-risk initiatives, and accelerated decision-making across aviation platforms.
- Led a high-impact sprint considered pivotal to United Airlines advancing a **\$20M+ initiative**, exceeding objectives and prompting requests for extended collaboration.

PROFESSIONAL EXPERIENCE

Principal UX Research Strategist & Facilitator

Jeppesen ForeFlight | Denver, CO | Nov 2025 – Jan 2026

- Served as principal facilitation lead within the DesignOps Leadership Team, stabilizing cross-functional alignment and maintaining execution momentum.
- Increased research data aggregation and synthesis speed by 300% by integrating AI-assisted analysis into workflow enabling faster insight generation and decision support.
- Led cross-functional research and alignment workshops supporting enterprise-scale Global Data Management modernization initiatives focused on long-term AI enablement.
- Strengthened Voice of Customer initiatives by directly connecting user research to business strategy and enterprise decision-making.

Principal UX Research Strategist & Facilitator

Boeing | Denver, CO | Mar 2021 – Oct 2025

- Facilitated 50+ cross-functional design and service design workshops (20+ using Apple's design sprint methodology), accelerating product roadmaps by a reported 3-6 months per initiative.
- Collaborated with 20+ commercial and military aviation partners through design sprints and workshops, shaping product direction across diverse operational contexts.

- Designed and deployed facilitation frameworks that surfaced 7 new strategic opportunities and revived stalled initiatives by reframing ambiguous problem spaces and aligning leaders around actionable short- to long-term next steps.
- Built research and facilitation infrastructure to simplify strategic research design and training.
- As part of Research & Rapid Development, validated or sunset project initiatives based on user and market research, avoiding \$100K+ in potential wasted development investment.
- Recognized as a Boeing Designated Expert for Voice of Customer research.
- Led a design sprint with Avianca Airline that accelerated their executive decision-making and directly contributed to the signing of a \$2.4M NavData subscription during the workshop.
- Facilitated a high-impact digital TechOps design sprint considered pivotal to United Airlines advancing a \$20M+ initiative, and exceeded workshop objectives, prompting stakeholders to request extended collaboration.

Senior UX & Product Designer

Jeppesen/Boeing | Englewood, CO | Jun 2015 – Mar 2021

- Led human-centered design efforts for commercial aviation products serving thousands of end users, translating complex operational requirements into intuitive, safety-critical workflows and interfaces.
- Partnered with product and engineering teams in early-stage product design, defining interaction models and foundational workflows before handoff to delivery teams.
- Led user interviews, journey mapping, usability testing, and rapid prototyping to reduce workflow friction and cognitive load in high-stress operational environments.

Senior UX Designer + Principal Visual Designer

FundAmerica | New York, NY | Dec 2011 – Apr 2015

- Led UX and visual design for a venture-backed FinTech start-up, shaping early web and responsive experiences from concept to launch within a lean, high-autonomy environment.
- Designed investor-facing workflows and brand systems that supported early product adoption and platform growth.

SKILLS AND TOOLS

Core Competencies: Product Discovery | Research Strategy | Strategic Workshop Design | Voice of Customer | Facilitation & Design Sprints | Cross-Functional Alignment | Stakeholder Engagement | Portfolio Alignment | Human-Centered | Data Synthesis | AI-Enabled Insights

Selected Tools & Platforms: Figma | FigJam | Qualtrics | Condens | Adobe Creative Suite | Collaborative Workshop Platforms | AI-Assisted Research Tools

EDUCATION AND CERTIFICATES

UNIVERSITY OF DENVER – BA Communications

NN/G (Nielsen Norman Group) – UX Certification – Interaction Design