

DAMON CARLSTROM

EXPERIENCED UX DESIGN LEADER

LEARN MORE

Portfolio

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+ PROFILE

A seasoned design professional and innovation enthusiast with over a decade of expertise in delivering simple, yet impactful, solutions to complex problems. Adept in experience design and knowledgeable in diverse strategies and methodologies. Recognized for my versatility, innovative approach, and unwavering perseverance. I am always seeking dynamic and stimulating work environments that foster personal and professional growth through new challenges.

+ EMPLOYMENT

- DC LABS** - Owner; UX & Product Design Consultant Remote
2012 - Present
 - (Oct. '21 - Jan. '23) Served as Senior Product Designer for Gtmhub, offering full-time support by applying design thinking principles and providing knowledge leadership to one of the premier enterprise OKR platforms.
 - Specialize in designing delightful, impactful experiences for enterprise and SaaS applications, through direct team management or individual contribution
- PANASONIC; CIRRUS/V2X** - Head of UX & Product Design Denver, CO
Hybrid
August 2019 - October 2021
 - Formulated the design vision and strategy for the experience of North America's first production-grade connected vehicles platform
 - Led and managed a highly productive product design team, driving success through individual and team OKRs, as well as fostering professional growth and development through critiques and coaching
 - Elevated design operations and optimized team performance through strategic adjustments to workflows and communication, both internally and with cross-functional teams
 - Collaborated with product teams and leadership to plan and deliver value-driven design solutions in a Scaled Agile Framework using scrum methodologies
 - Championed continuous integration of research and testing into the design process, collaborating across teams to utilize both qualitative and quantitative insights and clearly communicate their impact on design decisions
 - Spearheaded creative direction and marketing design support for events, websites, and print materials, including the concept, design, and direction of Cirrus by Panasonic's CES 2020 experience to showcase the product vision

+ EXPERIENCE

User Experience Design

11 years (8.5 Enterprise/SaaS)

Direct Team Management

2 years

Remote Working

4.5 years

+ CAREER LEARNING

Design Sprint Masterclass Certification**Remote & In-Person**

Jake Knapp, AJ&Smart

LEAD1 Front Line Manager Program

Panasonic

Kick-Start Design System Bootcamp

InVision

+ SPECIALITIES

Design-thinking, DesignOps, Agile, Digital art direction, Usability and ADA compliance, Content strategy

CURRICULA VITAE

Senior UX Product Designer

Denver, CO

March 2017 - August 2019

On-Site

- Established foundational user experience and design principles, serving as the cornerstone for future design work
- Designed and executed a design vision and architecture to align with the long-term product roadmap and business objectives.
- Created design artifacts, including storyboards, low and hi-fidelity prototypes, and a design system, to effectively communicate design ideas
- Developed user-centered design solutions by closely collaborating with user research team and product owner

HILTON WORLDWIDE - UX/UI Designer

Memphis, TN

March 2016 - Feb 2017

On-Site

- Designed a new product concept, design direction, and visual identity for new hotel brand Tru by Hilton
- Enhanced product features and usability for responsive layouts and a variety of devices, ensuring adherence to ADA compliance guidelines
- Contributed to front-end development as needed and conducted collaborative UI reviews with developers to ensure a seamless and cohesive user experience

HALLIBURTON - UX/UI Designer

Dallas, TX

March 2014 - Feb 2016

Remote / On-Site

- Created design strategy, interaction flows, and visual design for enterprise software in agile framework using scrum methodologies. Products will be used by over 50,000 employees across more than 75 countries
- Partnered with the UX Lead to establish new UI style guides and standards for all HCT software, streamlining the design process for the UX team and engineers
- Conceptualized, designed, and implemented the front-end of websites and web-based components, presenting complex project information to governance board members and high-level executives
- Developed solutions for edge case scenarios, usability and layout problems, complex functionality, and stakeholder requirements
- Conducted daily UI reviews and provided actionable feedback to a team of over 30 engineers, both offshore and in-house, to ensure a seamless and cohesive user experience

+ AWARDS

3 ADDY Awards

Interactive Media & Campaigns

University of Oklahoma - 2010

+ GUEST LECTURES

User Experience Design

University of Oklahoma; Interactive Advertising

Fall '15, Spring '16, Fall '16, Spring '17, Fall '17

+ EDUCATION

2012

VISUAL ADVERTISING CONCEPTS

Austin Creative Department

GSD&M

2010

B.A. JOURNALISM - ADVERTISING

Gaylord College of Journalism & Mass Comm.

University of Oklahoma