

# DAMON CARLSTROM

## SR. UX PRODUCT DESIGN LEAD

GET IN TOUCH:



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### + PROFILE

Digital experience generalist with an eclectic, in-depth set of skills and experience that allows for a high-level view of products, as well as a detailed perspective of all their components. Adaptable, innovative, and determined, I am always up for a challenge. I consider myself a life-long learner looking to continue my professional, as well as personal, growth in a new, inspiring culture and environment.

### + EMPLOYMENT

**PANASONIC AUTOMOTIVE - Sr. UX Product Design Lead** Denver, CO  
March 2017 - Present

- Lead UX Product Design for the first production-grade connected vehicles program in North America
- Manage junior-level designers' tasks and professional goals, providing guidance on all aspects of product vision and design
- Work closely with stakeholders and leadership to develop the overall vision and experience for different user groups and personas, while maintaining specific business goals from product roadmap
- Create storyboards, detailed user flows, low and high-fidelity interactive prototypes, style guides, and overall atomic design system
- Develop user-centered design solutions with UX Research team and PO, which also satisfy business/product needs and goals

**DC LABS - Freelance Creative Services & Consulting** Denver, CO  
2012 - Present

Deal with all aspects of creative and marketing services from concept and design to implementation and final delivery

**Past Clients:**

- **Heartland Payment Systems (2018)** - Consulted on interaction strategy and delivered visual comps for global payment software
- **NASA (2014)** - Front-end development of Wordpress e-Commerce site for online gift shops
- **Browder Capital (2013)** - Branding, web design, front-end development, Edge Animate composition, and 3D animated video
- **Screamer Co. (Oct 2012 - Jun 2013)** - Front-End Developer

### + PROFESSIONAL SKILLS

	average	good	skilled
Web/UI Design	●●●●●	●●●●●	●●●●●
Information Architecture	●●●●●	●●●●●	●●●●●
Content Strategy	●●●●●	●●●●●	●●●●●
Interaction Design	●●●●●	●●●●●	●●●●●
Prototyping / Wires	●●●●●	●●●●●	●●●●●
Front-End Web Dev	●●●●●	●●●●●	●●●●●
Responsive Frameworks	●●●●●	●●●●●	●●●●●
Version Control	●●●●●	●●●●●	●●●●●
Mobile Technology	●●●●●	●●●●●	●●●●●
CMS Integration	●●●●●	●●●●●	●●●●●
Video Editing	●●●●●	●●●●●	●●●●●
After Effects	●●●●●	●●●●●	●●●●●
Cinema 4D	●●●●●	●●●●●	●●●●●
Process Optimization	●●●●●	●●●●●	●●●●●

### + AWARDS

**3 ADDY AWARDS**  
**Interactive Media & Campaigns**  
University of Oklahoma - 2010

# CURRICULA VITAE

## HILTON WORLDWIDE - UX Product Designer

Memphis, TN

March 2016 - Feb 2017

- Lead all UI and Interaction design efforts on new Property Management enterprise software, used by 4300+ hotels and 250,000+ employees worldwide
- Strategized daily with Senior Information Architect on overall user experience and system architecture
- Optimized features and usability for responsive layouts and various devices while following ADA compliance guidelines
- Participated in front-end development as needed while conducting UI reviews with developers

## HALLIBURTON - UX Product Designer

Remote / Dallas, TX

March 2014 - Feb 2016

- Created design strategy, interaction flows, and visual design for enterprise-level software in scrum framework. Products will be used by 50,000+ employees working in 75+ countries
- Collaborated with UX Lead to develop new UI style guides and standards for all HCT software - used by UX team and engineers
- Concepted, designed, and implemented front-end of websites and other web-based components. Websites are used internally by governance board members and viewed by up to C-level executives
- Developed solutions for edge case scenarios, usability and layout problems, complex functionality, and stakeholder requirements
- Completed daily UI reviews for implemented stories by giving detailed feedback to team of 20+ offshore and 10+ in-house engineers

## SLINGSHOT - User Experience Specialist

Dallas, TX

July 2013 - February 2014

- Maintained significant influence in shifting agency mentality towards a more mobile-focused approach by writing research articles and proposing specific changes spanning three departments
- Developed user-centered designs to complex problems and concepts through research, sketches, IA, wireframes, interaction and interface design, prototypes, usability testing, and presentations

## + PERSONAL SKILLS

	average	good	skilled
Organization	●●●●●	●●●●●	●●●●●
Creativity	●●●●●	●●●●●	●●●●●
Critical Thinking	●●●●●	●●●●●	●●●●●
Detail-Orientation	●●●●●	●●●●●	●●●●●
Versatility	●●●●●	●●●●●	●●●●●

## + GUEST LECTURES

### USER EXPERIENCE DESIGN

#### Interactive Advertising Course

University of Oklahoma

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

## + EDUCATION

2012

**VISUAL CONCEPTS CLASS**  
**Austin Creative Department**  
GSD&M

2010

**Bachelor of Arts in Journalism - Advertising**  
**Gaylord College of Journalism & Mass Comm.**  
University of Oklahoma