

DAMON CARLSTROM

SENIOR PRODUCT DESIGNER

- ▶ damoncarlstrom@gmail.com
- ▶ Portfolio: [dclabs.design](#)
- ▶ +1 (405) 664-1111
- ▶ [LinkedIn](#)

Profile: Innovative Product Designer in SaaS and enterprise realms, adept at merging strategic systems-thinking with user-centered design. Known for distilling complex problems into intuitive, delightful experiences. Leverages data-driven strategies to craft impactful, value-based solutions.

+ WORK EXPERIENCE

● **DC Labs | Owner; Design Innovation & Creative Consultant** *Remote*
May 2012 - Present (Full-time since Dec 2023)

- **Deliver comprehensive design and marketing solutions for B2C startup:** Lead web design, front-end development, brand strategy, and motion graphics for Mission Zero, leveraging Gen-AI tools to streamline processes and boost production outcomes.
- **Develop and execute multi-channel content and marketing strategies:** Manage content creation and messaging, developing campaigns to grow engagement and reach key demographics.

● **Quantive | Lead Product Designer** *Remote*
October 2021 - January 2023

- ★ **Improved UX KPIs for key user flows for SaaS B2B/B2C product:** Led self-driven research and design initiatives that improved key metrics like time-on-task and Customer Effort Score (CES).
- **Orchestrated research operations across 4 product teams:** Guided all research plans and prototype testing methods, leading to more informed design improvements and higher product quality.
- **Analyzed research data to create actionable recommendations for product org:** Triangulated research data, product metrics, and UX best practices to craft documents that guided future product decisions.

● **Panasonic; Cirrus / V2X | Lead Product Designer** Denver, CO | *Hybrid*
August 2019 - October 2021

- ★ **Scaled design vision and strategy for IoT connected vehicles startup in B2G market:** Crafted, and contributed to, the product design strategy for North America's first production-grade connected vehicles platform, achieving high UX KPIs with 80+ SUS and 3.5+ CES ratings.
- **Enhanced team productivity and velocity through direct management:** Led a small design team, increasing productivity and sprint velocity by 25% through operational adjustments.
- **Elevated design operations with KPI framework:** Streamlined processes and tools to measure key indicators, creating a multi-tiered UX KPI framework for granular insights measuring design success.
- **Directed award-winning CES showcase:** Led the creative vision and execution for Cirrus by Panasonic's CES 2020 showcase, earning an Innovation Award and global product visibility.

● **Senior Product Designer** Denver, CO | Onsite
March 2017 - August 2019

- ★ **Accelerated 0-1 IoT product launch, in new B2G market, from concept to funding in 7 months:** Pioneered product design in a greenfield IoT initiative at Panasonic, going from concept to a viable MVP, accelerating market entry, and positioning us well within new B2G market in just 7 months.
- **Designed long-term product vision and orchestrated live V2X demonstrations:** Delivered MVP product which demonstrated long-term business goals in collaboration with team leaders; operated ~8 live product demos to major automotive clients, state DOTs, and government officials.

● **Hilton Worldwide | UX/UI Designer** Memphis, TN | Onsite
March 2016 - Feb 2017

- **Crafted end-to-end design concept for new enterprise hotel mobile application:** Conducted research, designed key workflows, and delivered high-fidelity mobile and tablet prototype and to stakeholders for a new brand - Tru by Hilton.
- **Designed responsive property management desktop software:** Worked on redesigning the main property management system used by all 12 Hilton brands within Agile framework using Scrum.

● **Halliburton | UX/UI Designer** Dallas, TX | Remote / Onsite
March 2014 - Feb 2016

- **Shaped enterprise UX/UI design for immersive 3D training simulation:** Designed global enterprise training software to prepare employees for onshore, and offshore, drilling operations in immersive, multi-screen learning application. Software was for global training programs of Completion Tools.
- **Designed and developed 2 responsive websites:** Conceptualized, designed, and implemented the front-end of responsive websites and components. Provided regular feedback and guidance to an offshore development team on features and implementations in Agile framework using Scrum.

+ EDUCATION

● **Visual Advertising Concepts** Austin, TX
Austin Creative Department
GSD&M

● **B.A. Journalism; Advertising** Norman, OK
Gaylord College of Journalism & Mass Comm.
University of Oklahoma

+ SKILLS/TOOLS

Figma • Adobe XD • Sketch • Miro • Team Leadership • Interaction Design • Principle • Motion Graphics • Front-End Development • Design Thinking • Systems Thinking • Web Design • Usability Testing • User Research • A/B Testing • Journey Mapping • Prototyping • User Flows • Wireframes • Spline • Rive • Information Architecture • Content Strategy