

DAMON CARLSTROM

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+ EXPERIENCE

Quantive | Lead Product Designer

Remote

October 2021 - January 2023

- ★ **Initiated high-impact B2B/B2C product enhancements:** Led self-driven initiatives that improved design system interaction patterns and information architecture throughout the product.
- **Orchestrated research across four product teams:** Guided development of research plans and prototype testing methods with designers and product managers. Collaborated in interviews, promoting methodological consistency and accuracy.
- **Analyzed data for actionable insights:** Evaluated research data gathered, product metrics, competitive analysis, and UX best-practices to craft actionable POV documents. Key recommendations were used to guide future product decisions.

Panasonic; Cirrus / V2X | Senior Manager; Product Design

Denver, CO

August 2019 - October 2021

Hybrid

- ★ **Formulated design vision for connected vehicles via IoT:** Crafted the product design strategy for North America's first production-grade connected vehicles platform; consistently achieved high UX KPIs with 80+ SUS and 3.5+ CES ratings.
- **Led and managed product design team:** Drove success through a relentless focus on alignment, transparency, and collaborative improvement, resulting in a highly productive and cohesive team.
- **Fostered cross-functional collaborations:** Facilitated more seamless communications between product, design, research, data science, and engineering teams, ultimately enhancing project execution efficiency.
- **Elevated design operations:** Streamlined Agile workflows, tools, and coaching, instituting an effective KPI framework and tiered measurement systems, enhancing design team performance and efficiency.
- **Directed award-winning showcase:** Managed creative vision and stage execution for Cirrus by Panasonic's CES 2020 showcase, earning Innovation Awards in Vehicle Intelligence & Transportation and capturing global attention and visibility.

Senior Product Designer

Denver, CO

March 2017 - August 2019

Onsite

- ★ **Accelerated IoT product launch:** 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 seven months.
- **Designed and executed long-term vision:** Carried out iterative design plans aligned with long-term business goals, in collaboration with team leaders; conducted impactful live demos to attract potential clients and partnerships.

- **Estimated and delivered roadmap items:** Produced design artifacts, such as storyboards, user flows, low and hi-fidelity prototypes, and an early design system, to clearly convey design ideas, rationale, and deliverables needed.
- **Developed user-centered design solutions:** Collaborated regularly with research, product, and engineering teams, applying user feedback into design solutions.

Hilton Worldwide | UX/UI Designer

Memphis, TN

March 2016 - Feb 2017

Onsite

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

Halliburton | UX/UI Designer

Dallas, TX

March 2014 - Feb 2016

Remote / Onsite

- **Shaped enterprise product design for global deployment:** Designed and delivered comprehensive solutions for enterprise software in an agile framework, targeting potential utilization by over 50,000 employees across more than 75 countries.
- **Collaborated on design system for HCT software:** Worked alongside UX Lead to develop styleguides, standards, design components, and usage documentation to be used by Completion Tools business unit.
- **Delivered end-to-end responsive websites:** Conceptualized, designed, and implemented the front-end of responsive websites and components, providing high-priority insights of internal initiatives to governance board and executives.
- **Solved complex design challenges:** Addressed advanced engineering-related edge cases, usability issues, and complex business needs, adapting solutions to stakeholder requirements.
- **Conducted regular reviews:** Provided daily implementation feedback to a diverse team of 30+ engineers, both in-house and overseas, ensuring seamless delivery.

+ EDUCATION

- 2012 **Visual Advertising Concepts** Austin, TX
Austin Creative Department
GSD&M
- 2010 **B.A. Journalism; Advertising** Norman, OK
Gaylord College of Journalism & Mass Comm.
University of Oklahoma