

DAMON CARLSTROM

SENIOR PRODUCT DESIGNER // 0 to 1 Product Systems Design

dcforthree@pm.me Portfolio: dclabs.design (405) 664-1111 [LinkedIn](#)

Product designer focused on translating complex systems into intuitive, scalable product experiences. Known for taking ambiguous initiatives from 0 to 1 by turning complexity into clear, shippable products through systems thinking and strong product judgment.

+ WORK EXPERIENCE

DC Labs | Senior Product Designer

January 2023 - Present / Remote

- ★ **Lead system-level design for a multi-product enterprise B2B platform (Invenco by GVR):** Shape the design vision, interaction paradigms, and design patterns for a full software suite being rebuilt from the ground up, establishing scalable foundations used across applications and engineering teams.
- **Pressure-testing platform design through the most business-critical application:** Apply core system patterns to the first full application, shaping how subsequent products are designed and built.
- **Drive design tradeoffs across 2 interdependent product teams and 4 engineering squads:** Balance platform constraints with application needs to protect long-term system integrity amid shifting scope.

Quantive | Senior Product Designer

October 2021 - January 2023 / Remote

- ★ **Improved UX performance across core SaaS workflows:** Led self-initiated research and design efforts that reduced time-on-task and improved Customer Effort Score (CES) across key B2B/B2C flows.
- **Managed research operations across 4 product teams during organizational transition:** Standardized research plans, prototype testing methods, and synthesis frameworks to ensure cross-team consistency and actionable insights.
- **Translated research and product data into roadmap-shaping direction:** Triangulated user insights, product metrics, and UX best practices into POV documents that informed leadership decisions and design priorities.

Panasonic; Cirrus / V2X | Sr. Manager; Product Design & UX

August 2019 - October 2021 / Denver, CO

- ★ **Owned the design vision for a production-grade IoT connected vehicle platform:** Shaped end-to-end product design strategy for North America's first production-ready V2X SaaS platform across B2B and B2G, maintaining strong UX KPIs of 80+ SUS and 3.5+ CES.
- ★ **Directed award-winning CES 2020 platform showcase:** Led cross-functional execution across internal marketing and external agency partners, shaped the product narrative, and integrated interactive system design into the live experience, earning a CES Innovation Award and global visibility.

● Lead Product Designer

Feb 2018 - August 2019 / Denver, CO

- ★ **Scaled design execution and operations across a rapidly growing business unit:** Owned design direction and decision-making while leading a small design team, increasing delivery velocity by ~25% through clearer ownership, tighter feedback loops, and improved cross-functional alignment.
- **Developed UX KPI framework across functions to continually improve key user goals:** Introduced a multi-tier UX KPI framework and supporting processes to evaluate usability, effort, and task success across critical operational workflows, enabling more informed product and design decisions.

● Senior Product Designer

March 2017 - Feb 2018 / Denver, CO

- ★ **Led 0 to 1 design for a greenfield IoT/V2X product entering a new B2G market:** Pioneered product design from concept through MVP, helping secure funding and accelerate new market entry within seven months.
- **Partnered closely with leadership to shape product direction and narrative:** Facilitated early ideation and decision-making around product scope, user value, and demo narratives, aligning vision, design, and storytelling during early product definition and MVP funding stage.

● Halliburton | Product Designer

March 2014 - Feb 2016 / Dallas, TX

- **Shaped experience for immersive, adaptive enterprise training systems:** Shaped multi-screen and laptop-based 3D training applications used across Halliburton's global operations, enabling high-context learning experiences for onshore and offshore drilling programs in 75+ countries.

+ EDUCATION

● B.A. Journalism; Advertising

Norman, OK

Gaylord College of Journalism & Mass Comm.

University of Oklahoma

+ SKILLS/TOOLS

Product Design & Strategy

UX Strategy, Interaction Design, Systems Thinking, Information Architecture, User Research and Synthesis, Usability Testing, Journey Mapping, Data-Informed Design, Product Analytics Tools

Design Systems & Prototyping

Design Systems, Figma Variables and Tokens, Component Libraries, Responsive Prototyping, Figma Make, User Flows, Wireframes, Responsive Design, Mobile Design, Accessibility Design

Tools & Execution

Figma, FigJam, Miro, Principle, Rive, Spline, Adobe CC, Cursor, Midjourney, Weavy AI, Flora AI, GenAI-Assisted Ideation and Concept Tools, Front-End Fundamentals (HTML, CSS, JavaScript)