

# Damien Dalli

## UX / Product Design & Leadership

“ I'm a multidisciplinary UX and Product Designer with over 20 years of experience who loves solving problems for people – creating validated solutions, taking products from 0 to 1, working cross-functionally on start-up to enterprise-scale projects, and seeing my team grow.

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### EXPERIENCE

### HONORS & AWARDS

#### Principal, UX / Product Designer

DamienDalli.com

Mission Viejo, CA  
Feb 2000 – Present

Leading UX/Product Design and teams while partnering with companies including Meta (Facebook), Hyundai USA, Genesis Motors, KIA, LG's Signature Kitchen Suite, Nuance Communications' Notable Solutions (now KOFAX), Lincoln Financial, Orange Label Advertising, D&K Engineering, numerous startups, and more.

INNOCEAN's "Maker" –  
Hyundai Drive Platform  
Feb 2016 · INNOCEAN USA

Best Presentation –  
Vocre 2  
Mar 2012 · The LAUNCH  
Festival

Audience Choice –  
Vocre  
Sep 2011 · TechCrunch  
Disrupt SF

Best Mobile App  
Sep 2011 · TechCrunch  
Disrupt SF

#### Co-Founder, Chief Product Officer

myLanguage

San Jose, CA (Remote)  
Jul 2008 – Present

Spearhead Product Design initiatives through User Experience – conceptualizing, architecting and designing mobile applications that enable people to learn another language or even communicate with others when different languages are spoken; via our conversational translation platform, powering myLanguage and Vocre apps.  
Resulting in 6 million app downloads, over 200 million translations served and being featured by TechCrunch, BBC, MSNBC, Forbes, CNET, GIZMODO, LifeHacker, iTunes App Store, etc.

### EDUCATION

Web Design & Front-end  
Development  
Mt. San Antonio College  
2003 – 2005

#### Senior Product Designer

Meta (FKA Facebook)

Menlo Park, CA (Remote)  
Sept 2021 – Apr 2022

Supported Enterprise Products within the Supply Chain, Procurement space – blending principal-level IC leadership, strategy & execution.  
Designed foundational e-commerce like buying experiences in support of over \$50B each year, enabling the over 70,000 Meta employees to obtain what they need to continue moving fast, solving problems, and building community and the Metaverse.

### ON THE SIDE

Customer Experience (CX)  
Advisory Board Member  
UC Irvine

Founder of  
"The UX Lenses" –  
Design Better Products  
theuxlenses.com

#### Group Director, User Experience

INNOCEAN USA

Huntington Beach, CA  
Apr 2019 – Aug 2021

Led and grew a team of multifaceted UX practitioners, supporting such clients as Hyundai USA, Genesis Motors, KIA, LG's Signature Kitchen Suites and more.

Provided UX Direction on the latest HyundaiUSA.com redesign and guided personalization and split testing.

Director, User Experience  
Apr 2018 – Apr 2019

Improved Design Ops:

- Formalized and matured UX capabilities through design thinking.

Director, Experience Design  
Mar 2017 – Apr 2018

- Integrated modern tools/platforms (Sketch→Figma, InVision, and Overflow) for better collaboration, rapid prototyping for testing, hand-off, and integration.
- Mitigated risk by integrating and supporting qualitative and quantitative research methods to understand customers better and validate design decisions.
- Introduced UX Writing to establish clearer and actionable content.

Senior UX Designer  
Feb 2015 – Mar 2017

### SPEAKING

"Designing for People"  
Apr 2016 INNOCEAN USA  
– Spoke about Human-Centered Design, and creating experiences based on people's goals, expectations and behaviors.

Mobile Asia Congress  
Oct 2011, Hong Kong –  
Spoke about mobile device and applications' impact on daily lives.

#### Founder, Head of Product

Anything After

Orange County, CA  
Dec 2012 – Dec 2016

Conceptualized, designed and developed new ways of improving the movie-going experience with use of crowd source driven data. – Reaching a peak of ~30,000 monthly active users, supporting over 1,450 movie titles, with over user 15,000 submissions. Featured on iTunes App Store, CNET, Cult of Mac, Movies.com (Fandango), and more.

Learn more about me, my experience, design thinking, and portfolio @ [damiendalli.com](http://damiendalli.com)