

Damien Dalli

UX / Product Design + Leadership

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"Over the last 20+ years as a UX and Product Design Leader and Founder of startups, I have been fortunate enough to use Design to solve problems for millions worldwide. I enjoy leading design teams, creating validated solutions, and taking products from 0 to 1 and beyond – with experience working on projects of various scales, from startup to enterprise."

EXPERIENCE

Head of Design and User Experience, Co-Founder

myLanguage

Jul 2008 – Present
San Jose, CA (Remote)

Spearhead Product Design initiatives – designing mobile and web applications for government and consumer use cases that enable people to communicate with others who speak a different language; via our fully offline, conversational translation platform, powering myLanguage and Vocre apps.

Resulting in 7 million app downloads, over 200 million translations served, and being featured by TechCrunch, BBC, MSNBC, Forbes, CNET, GIZMODO, LifeHacker, iTunes App Store, etc.

Head of Design, Founder

Heartstring AI

Apr 2023 – Present
Mission Viejo, CA

Actively leading Product and Design on a generative AI platform that helps people find the right words for some of life's most important moments. (Launching September 2023)

Head of Design, Founder

SantaGram

Sep 2022 – Present (Seasonal)
Mission Viejo, CA

In less than three months, I went from concept → market research → design → concept validation → building a team (while supporting Ukraine) → and launching a fun and unique gift wishlist platform that adds a little extra magic to the holidays while modernizing a Christmas tradition that is over 150 years old, by allowing parents and their little ones to upload a video message for Santa, and share a digital gift wishlist with all the other "Santas" in their life.

Principal, UX / Product Designer

DamienDalli.com

Feb 2000 – Present
Mission Viejo, CA

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.

Product Design Lead

Meta (FKA Facebook)

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

Led Enterprise Products + Commerce 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.

Group Director, User Experience

INNOCEAN USA

Apr 2019 – Aug 2021
Huntington Beach, CA

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.

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[INNOCEAN USA roles and impact continued on next page]

HONORS & AWARDS

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

EDUCATION

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

ON THE SIDE

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

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.

EXPERIENCE (CONT.)

INNOCEAN USA

Director, Experience Design
Mar 2017 – Apr 2018

Senior UX Designer
Feb 2015 – Mar 2017

Improved Design Ops (cont.):

- 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.

Head of Product Design, Founder

Anything After

Dec 2012 – Dec 2016
Orange County, CA

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.

Sr UI/UX Designer & Engineer (UXE)

Omatik

May 2013 - Mar 2015
Laguna Beach, CA

Designed and developed fully responsive web solutions, with implementations into popular content management systems – leveraging HTML5, CSS3, Javascript, and PHP. Serving such clients as Nuance Communications' Notable Solutions (now KOFAX), Lincoln Financial, Orange Label Advertising, Online Trading Academy, and more.

Director of Creative Design

Rhino Web Group

Nov 2009 - Jun 2011
Irvine, CA

Provided Direction and UX/UI design services while managing design and development teams – providing services to such clients as MeetMyCollege, D&K Engineering, Toshiba Classic, Newport Beach Chamber of Commerce, and more.

Co-Founder, UI Designer

BuddyProtect

Nov 2007 - Dec 2008
San Jose, CA

Designed web-based solutions that enabled parents/guardians an easy way of protecting their children from online predators – serving as a social firewall.

Portfolio, recommendations and more @ damiendalli.com