

Damon Hamm

Portfolio: www.semiconducted.com

E-mail: [resume at damonhamm.com](mailto:resume@damonhamm.com)

USER EXPERIENCE & INTERACTION DESIGN

Major Clients: Coca-Cola, MasterCard, Reuters, TIAA-CREF, Nestlé, Purina, AMC, Comcast, Madison Square Garden, Universal Music, AARP, Condé Nast, Samsung, LG, Pfizer, Pernod Ricard, Nokia

Independent Consultant / Freelance *New York, NY February 2010 to Present*

Director of User Experience / Lead UX Strategist

Deep Focus (Engine Group) – Lead UX Strategist *December 2014 to Present*

- Delivered total overhaul of Purina Beneful website to handle a major PR crisis, launching earlier than expected and turning around the Beneful account from known risk of departure.
- Shifted the agency's methodology of delivering static visual comps to using interactive wireframe prototypes; increasing design and development efficiency and properly setting client expectations. www.deepfocus.net Warc's #4 [2015 100 best digital agencies](#) in the U.S. and one of [Ad Age's Agencies to Watch in 2015](#)

Behavior – Lead UX Architect *September to November 2014, September to October 2010*

- Trusted as one of their go-to UX stars for the past 4 years for clients such as Thomson-Reuters and University of Michigan. www.behaviordesign.com

Perception – Director of User Experience *July to September 2014*

- Designed a 3D gesture recognition language and TV interface prototype for Samsung. www.perceptionnyc.com

R/GA – Experience Design Director *December 2012 to June 2014*

- AARP - Brought in for creative direction for this \$8M educational platform and retained for 1.5 years for additional client work. www.lifereimagined.com
- Samsung USA - Designed the navigation concepts that won a \$6M project. www.samsung.com/us/
- Coca-cola - Reinvented the concept and core functionality for the [My Coke Rewards](#) loyalty platform.
- MasterCard - \$6M projects - redesigned marketing and loyalty programs. www.priceless.com
- Other client projects: McCormick, Samsung Global, and a financial institution (active NDA).

theKM.co – Lead Interaction Designer, Product Manager *August 2011 to November 2012*

- The Walking Dead "Dead Yourself" photo app (www.deadyourself.com) UX - this app reached #1 in Entertainment in Apple's App Store, achieved more than 8 million downloads, and was often showcased in popular media, such as Late Night with Conan O'Brien, ABCNews, and BuzzFeed.
- Comcast's Project Open Voice Network - Product owner, UX, and client / vendor liaison for front-end and content management systems for 3 properties: phillyinfofocus.com, yosoyhialeah.com, comcastnewsmakers.com
- Developed proprietary IP including a white-label selfie photo engine and iOS shopping game.

Cloudberry Creative – User Experience Architect *March 2011 to August 2011*

- TIAA-CREF - Simplified logic rules & process flow, IxD, and content strategy for this public-facing financial transaction software suite.

AiCure Technologies – Chief Product Officer *June 2010 – August 2011*

- Won a \$1 million Small Business Grant from the National Institute of Health. www.aicuretechnologies.com
- Designed and patented an innovative medication monitoring system, managed development of a functional prototype, developed storyboards, and personas for Patents [US 8,605,165](#) & [US 8,666,781](#).

TBWA – Senior User Experience Designer *September 2010 to February 2011*

- Designed customized product marketing, ecommerce, education, and customer support systems for this medical device company on time and under budget. www.sonosite.com

Publicis Modem – Senior Experience Designer *May 2010 to July 2010*

- LG Electronics - Consolidated divergent business requirements for offices in Seoul, São Paulo, and New York to create one connected global information hub with centralized management - in 6 weeks.

Schematic (WPP Group) *New York, NY May 2006 to March 2010*

Senior User Experience Designer

- Nokia Ovi Store - Won the 2009 Mobile Entertainment Forum Award for Technology Innovation designing and deploying this \$9 million ecommerce platform.
- Universal Music's Vevo - Led CMS architecture for the publishing platform - a 5 month high-pressure project involving 35 team members and 3 third-party vendors. 35 million+ unique visitors in its first 3 weeks and is still going strong. www.vevo.com
- Managed other User Experience and Visual Designers, led strategic explorations, pitched new business engagements, and coordinated collaborative efforts with myriad clients.

DoubleClick, Inc. *New York, NY March 2004 to May 2006*

Usability Engineer – Interaction Designer

- Built their usability lab, performed client research, and conducted consumer user testing for ecommerce and transactional ad campaign management systems.
- Designed a lab project that was funded by CTO Dwight Merriman to form www.ShopWiki.com

Independent Consultant *Chicago, Pittsburgh, New Jersey, March 2003 to April 2004*

Motion Graphics Designer, Multimedia Software Instructor, Client-Side Programming

- Produced a proof-of-concept software demo for a brain imaging application for the University of Pittsburgh Learning Research and Development Center.
- Visual Design, User Experience, and Client-Side Programming for an electronic data capture system for Pfizer Pharmaceutical (through KPMG / Bearing Point).
- Taught an interactive curriculum of audio / video production using Final Cut Pro for Mac University.
- Independently produced, shot, directed, and edited 2 short-form documentary films and one music video.

RollingStone.com / EMusic.com *Chicago, IL March 1997 to January 2001*

Multimedia Producer

- Produced, directed, and shot over 200 interviews, live performances, and webcasts.
- Engineered a cost-effective robotic camera system, encoding systems, and managed post-production team and video editing studio.

EDUCATION

Carnegie Mellon University Masters of Human-Computer Interaction, *Dec. 2002*

Graduate Projects - *School of Computer Science*

- Developed a life-sized immersive Pac-Man game as a fun proof-of-concept for a wireless haptic navigation system for the visually impaired.
- Awarded a Graduate Research Grant to develop a simple, inexpensive IR sensor system for use in the Robotic Art Studio and Robotics Education Labs.

Oberlin College Bachelor of Arts, *May 1995*

Major: Studio Arts, Minor: Physics

PATENTS

US 8605165 B2 Apparatus and method for assisting monitoring of medication adherence, *Oct 6, 2010*

- A system for using a mobile device's camera and computer vision to assist, monitor, and verify the taking of medication. One initial use case was for use in clinical trials to aid in collecting more accurate data and provide a system for real-time triage. www.google.com/patents/US8605165