

DAVID R. MOULTON

CURRENT ROLE

Design Lead at IBM

July 2016 - Present

Responsible for leading multi-disciplinary teams in the IBM Design Thinking process to design enterprise solutions for the security domain.

PREVIOUS ROLES

Experience Strategy Lead at Salesforce

June 2015 - July 2016

Consulting with clients to understand business needs and help develop product, service and experience strategy. Responsible for user experience deliverables, client management and leadership within the internal team.

Lead Creative Strategist at ExactTarget / Salesforce Marketing Cloud

March 2015 - June 2015

- Led teams of solutions engineers, designers, developers, and business consultants in sales pursuits for Salesforce Marketing Cloud
- Created customer journeys and assets for top sales accounts
- Partnered with leadership to create repeatable, scalable sales materials

Manager, Global Solutions Design at ExactTarget / Salesforce Marketing Cloud

March 2014 - March 2015

- Defined, designed, and developed creative, innovative & strategically sound presentations for challenging C-level clients, focused on customer experience
- Supported and contributed to Strategic Enterprise Business Unit (SEBU), focused on driving sales and growth
- Hired and managed global team of designers, developers and strategists focused on Enterprise-level customers

Experience Lead at Cynergy Systems

April 2011 - March 2014

- Consulted with and quickly understood client's business goals
- Conceptualized solutions and build wireframes and/or prototypes
- Designed and delivered user interface (look and feel, interaction)
- Contributed to sales team success through research, concepts and on-site visits

Senior Web Designer at TechSmith Inc.

July 2007 - May 2011

- Translated corporate positioning and web marketing strategy into web design requirements
- Conceptualized and coordinated the execution of web branding projects and web design prototypes
- Assisted the web, marketing and UX teams with linking product, company, and online branding

Associate Director of Electronic Communications at Valparaiso University

June 2005 - July 2007

Assistant Coordinator of Web Communications at Valparaiso University

September 2000 - June 2005

Adjunct Instructor at Valparaiso University

January 2003 - May 2005

SKILLS

Consulting, Strategy, Innovation, Team Leadership, Enterprise Software, Mobile, Sales, Multi-Touch & Multi-User Interactive Design, User Experience (UX), Customer Experience (CX), Visual Design, User Interface (UI), Information Architecture, Usability

EDUCATION

B.A. | Communication,
Valparaiso University

INDUSTRIES

Agricultural, Banking and Financial Services, Business Services, Software, Food Service, Higher-Education, Construction, Retail, Travel, Entertainment and Logistics

AWARDS

Orange Award for Innovation, August 2014 | Global Solution Consulting

PATENTS

D749,623, D747,734, D746,323,
D746,316, D745,029, 9,153,078,
9,299,197, D757,059