

Damien Dalli

User Experience Leader

“ I'm an interdisciplinary experience design leader with over 20 year's experience who loves solving problems – creating validated experiences so that people can meet their goals and businesses have success.

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EXPERIENCE

HONORS & AWARDS

- Group Director, User Experience**
INNOCEAN USA
Huntington Beach, CA
Apr 2019 – Present
 - Actively leading a team of multifaceted and specialized UX practitioners, servicing such clients as Hyundai USA, Genesis Motors, KIA, LG's Signature Kitchen Suites and more.
 - Led User Experience on the latest HyundaiUSA.com redesign and replatform to Adobe Experience Manager (AEM) and guided personalization and split testing via Adobe Target.
 - Formalized and matured UX capabilities through design thinking and integration of modern tools/platforms (Sketch, InVision and Overflow) for better collaboration, rapid prototyping for testing, hand-off and integration, plus mitigating risk by introducing and supporting qualitative and quantitative research methods [such as usability testing, behavioral analysis and A/B testing (UserTesting.com, Hotjar and Adobe Target)] to better understand the consumer and validate design decisions – applied to projects spanning responsive web, mobile applications, AI/machine learning, AR and more.
- Co-Founder, Chief Product Officer**
myLanguage
San Jose, CA
Jul 2008 – Jan 2019
 - Spearhead Product Design initiatives through User Experience – roadmapping, 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.
- 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.
- Sr UX Designer & Engineer**
Omatik
Laguna Beach, CA
May 2013 – Mar 2015
 - 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, Creative Design**
Rhino Web Group
Irvine, CA
Nov 2009 – Jun 2011
 - Provided Direction and UX/UI design services, while managing several teams concurrently, including designers and developers – providing services to such clients as: MeetMyCollege, D&K Engineering, Toshiba Classic, Newport Beach Chamber of Commerce and more.
- More experience (back to '02), capabilities, recommendations and more @ damiendalli.com

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

Customer Experience (CX) Advisory Board Member
UC Irvine

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.