

# Damien Dalli

## User Experience Leader

“ I'm a multidisciplinary experience design leader with over 20 year's experience who loves solving problems for people, creating validated solutions, taking products from 0 to 1, working cross-functionally on enterprise-scale projects, and seeing my team grow.

[damiendalli.com](http://damiendalli.com)  
ddalli@damiendalli.com  
(909) 437-6789

### 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.
- Director, User Experience**  
Apr 2018 – Apr 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.
- Director, Experience Design**  
Mar 2017 – Apr 2018
  - 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.
- Senior UX Designer**  
Feb 2015 – Mar 2017
  - 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.
- Co-Founder, Chief Product Officer**  
**myLanguage**  
San Jose, CA  
Jul 2008 – Jan 2019
  - 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.
- Founder, Head of Product**  
**Anything After**  
Orange County, CA  
Dec 2012 – Dec 2016
  - More experience (back to '00), capabilities, recommendations and more @ [damiendalli.com](http://damiendalli.com)
- Sr UX Designer & Engineer**  
**Omatik**  
Laguna Beach, CA  
May 2013 – Mar 2015
- Director, Creative Design**  
**Rhino Web Group**  
Irvine, CA  
Nov 2009 – Jun 2011

**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](http://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.