

Damon Hamm

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USER EXPERIENCE & INTERACTION DESIGN

Damon brings over 11 years of experience designing award winning experiences on mobile, web, and touch platforms for clients such as Universal Music, Nokia, Thomson-Reuters, Janssen Pharma, and LG. Lately, he has been consulting with interactive agencies to hone their clients' vision, determine development strategies, and realize effective scalable designs.

PROFESSIONAL EXPERIENCE

Independent Consultant *New York, NY July 2009 to Present*

User Experience Consultant, Interaction Design

- **Cloudberry Creative - TIAA-CREF:** An intensely transactional site with complicated regulatory rules, my role was to provide a wide gamut of services: defining logic rules & process flow, interaction design, and content strategy.
- **TBWA - SonoSite:** For this ultrasonic medical imaging company's website, we designed a structure where the entire experience was tailored for the visiting physician's clinical specialty and location. Built using the Drupal platform, this framework distilled their vast amount of educational materials, accessories, and support resources to a digestible level.
- **AiCure Technologies:** As Chief Product Officer for this small medical services startup, I managed development, lead UI design, and designed usability testing protocols for a prototype for use in clinical trials. Awarded a National Institute of Health Small Business Grant to develop a pilot study using this software.
- **Publicis Modem - LG Electronics:** Based in Seoul, S. Korea, we consolidated a myriad of independent international B2B sites into one global information hub with centralized management - in 6 weeks.
- **Typejack:** Typejack is an open platform for easily 'device shifting' reading content from the web to mobile platforms. Damon designed an iPhone in-app subscription-based billing system, a BlackBerry reader client, and provided strategic marketing concepts for existing IP.

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

Senior User Experience Designer

Schematic is an interactive agency specializing in designing and building complex systems for TV, mobile, touch, and web.

- **Nokia Ovi Store:** Schematic's success with the experimental 'MOSH' mobile social marketplace led Nokia to again engage our team in a \$9 million effort to develop the Ovi Store ecommerce platform. Winning the 2009 Mobile Entertainment Forum Award for Technology Innovation, the Ovi Store works on over 100 different Nokia devices using 3 mobile operating systems and provides mobile carrier billing in 7 languages. By May 2010, the Ovi Store was seeing over 1 million downloads a day from an estimated 50 million users.
- **Universal Music Vevo:** Universal Music came to Schematic to create a new video publishing platform and consumer-facing site within 5 months involving 35 team members and 3 third-party vendors. Damon led the publishing platform CMS architecture; his technical background meshing well with the development team's efforts. One of the biggest press launches of 2009, Vevo attracted over 35 million unique visitors in its first 3 weeks.
- **ABC News:** Starting with a long list of desired features and a current site smothered in a sea of competing links, Damon guided the client to agree on a core set of goals and designed a compact, eye-catching suite of story package modules that brought their news delivery strategy into a modern context.
- **General:** Managed small teams of User Experience and Visual Designers, led strategic explorations, pitched new business engagements, and coordinated collaborative efforts with other WPP companies.
- Other clients include Macy's, Four Seasons, Janssen Pharmaceutical, CondeNet, Thomson Reuters.

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

Usability Engineer - Interaction Designer

DoubleClick creates managed and enterprise software for the online advertising industry. Their software handles campaign planning, sales transactions, traffic monitoring, forecasting, optimization, and reporting.

- Directed development of a usability lab, performed client research, and designed interaction enhancements for Fortune 100 companies. Iteratively designed rapid prototypes in HTML and Flash.
- Designed and conducted consumer user testing for a large-scale ecommerce application, performed competitive gap analysis and designed interaction mockups. This lab's project was later spun-off to form the private company ShopWiki.com.

Independent Consultant *Pittsburgh, PA March 2003 to April 2004*

Motion Graphics Designer, Client-Side Programming

- **University of Pittsburgh Learning Research and Development Center:** Produced a proof-of-concept software demo for a brain imaging application and trained staff in basic web & print design.

- **BearingPoint Consulting (KPMG) / Pfizer Pharmaceutical:** Designed and hand-coded an electronic data capture system for triaging adverse events during clinical trials. Duties: Visual Design, User Experience, and Client-Side Programming (HTML, CSS, JavaScript, integrated with JSP).

Mac University *Chicago, IL March 2001 to August 2001*

Multimedia Software Instructor

Mac University specializes in continuing education for creative professionals, offering many experience levels and intensities.

- Developed an engaging hands-on curriculum of audio / video production projects, teaching editing concept fundamentals and best practices for multimedia distribution.

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

Multimedia Producer

As video department production lead, our team provided creative direction and brand recognition. We produced video features and original series for RollingStone.com, TheSource.com, DownBeatJazz.com, eMusic.com, and external sponsors.

- Managed post-production team and studio; including designing and purchasing editing and webcasting systems.
- Designed process workflows and built a portable, cost-effective robotic camera system.
- Produced integrated multimedia campaigns and creative content for music festivals, the 1999 Yahoo Web Music Awards, Midem International Music Festival, Cannes premiere of 'Austin Powers II', Chicago premiere of 'Blade'.
- Produced, directed, and/or shot over 200 interviews, live performances, and webcasts; including a daily news program.

EDUCATION

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

Graduate Projects - *School of Computer Science*

- **Wireless Haptic (Touch-Feedback) Navigation System:** Developed as a potential navigation system for the blind, this project took the form of a life-sized immersive Pac-Man game.
- **Infrared Communication System:** Awarded a Graduate Research Grant to develop an inexpensive sensor system for use in the course Robotic Art Studio.

Oberlin College - Bachelor of Arts, *May 1995*

Major: Studio Arts, Minor in Physics

PROFESSIONAL AFFILIATIONS

ACM SIGCHI – Association for Computing Machinery's Special Interest Group on Computer-Human Interaction

IxDA – Interaction Design Association

NYCCHI – New York City Computer-Human Interaction group

UPA – Usability Professionals Association

INTERACTIVE ARTWORKS

Damon's outside interests include creating interactive sculptures that playfully explore communicating through aural, visual, and physical channels. Incorporating electro-mechanical elements, these sculptures induce participants to touch, listen, and move in response.

RECENT EXHIBITIONS

2010 – **The World's Fair / Figment 2010**, Governor's Island, New York, NY – *Technical consultant on curatorial team, led signage design and production for an artist created mini-golf course.*

2009 – **City of Dreams / Figment 2009**, Governor's Island, New York, NY – *Tillie.*

2008 – **Emergence; Creative Pioneers in Uncharted Territory, Figment 2008**, New York, NY – *Oscillating Coil, Toy Piano (Stanley), Bruxis.*

2005 – **152 Orchard St.**, New York, NY – *Crickets. Installation of a crowd-influenced orchestra of electronic creatures that communicate with light, movement, and sound.*

View Damon's interactive artwork at www.damonhamm.com or online portfolio at www.semiconducted.com