

# Daniel Hamilton

## Lead Product & UX Designer

**P:** 919.345.1854

**E:** dh@danielhamilton.com

danielhamilton.com

Raleigh, North Carolina

### Skills & Software

- » Soft Skills / People Skills
- » Management and Mentorship Skills
- » Public Speaking
- » Agile processes and ceremonies
- » Writing and Communication
- » Design Thinking
- » Sketching and Ideation
- » Figma / Figjam
- » Adobe Creative Cloud
- » Jira / Atlassian
- » VS Code
- » HTML/CSS
- » Vue (Beginner)
- » React (Beginner)
- » Tailwind
- » Miro
- » Blender
- » ZBrush
- » Adobe Substance Painter
- » Sketchup
- » Maya (intermediate)
- » 3d Printing
- » Keyshot

## Education

### Tufts University / School of the Museum of Fine Arts, Boston

MFA, Master of Fine Arts

2000

### James Madison University

BFA, Bachelor of Fine Arts

1998

## Professional Experience

### Pendo

#### Lead Product Designer, Platform

October 2021 - June 2022

#### Product Design Manager

July 2020 - October 2021

#### Lead Product Designer, Enterprise

December 2019 - October 2021

While leading product design for Pendo Enterprise, I focused on designing features for scale and enterprise-level customers. My role focused on admin-level tasks and roles and permissions. For Platform I developed admin-level tasks from setup, user provisioning, pricing, and integrations.

My role as Product Design Manager included the duties of Lead Product Designer for Enterprise while managing three designers in our UK and Israel offices.

### Responsibilities

- » Led design team to orient tasks towards organizational objectives.
- » Leveraged team's efforts to align with business goals.
- » Embedded designer on 2-3 teams.
- » Actively participated in agile team ceremonies.
- » Facilitated Design Thinking workshops, jams, and brainstorming.
- » Conducted user interviews with intention and ease.
- » Maintained regular communication and collaboration with Design Leadership.
- » Planned and facilitated design team meetings with other team leads.
- » Reviewed prototypes with design and engineering teams.
- » Delivered assets for production via Figma prototypes.
- » Managed difficult discussions with empathy and professionalism.
- » Provided stability and leadership during the pandemic and multiple airstrikes (Israel).
- » Team allocation through project resourcing, budgeting, and new hire interviews
- » Consistently scored between 4-5 out of 5 with direct report satisfaction
- » Seamlessly translated and synthesized workflows with engineers and developers.

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### SignalPath

#### Design Lead

November 2017 - December 2019

As Design Lead, I was responsible for all design related to SignalPath's Clinical Trial Management System (CTMS) for research sites that digitizes study protocols and eliminates manual processes to enable high-quality research and maximize research revenue.

#### Responsibilities & Achievements

- » Maintained clear understanding of business goals and objectives.
- » Embedded designer on 4 teams.
- » Served as a design inovator within an engineer-dominated environment.
- » Actively participated in agile team ceremonies.
- » Facilitated Design Thinking workshops and brainstorms with teams and stakeholders.
- » Conducted user interviews and prototype testing with clinical trial coordinators.
- » Created low-to-high fidelity wireframes, prototypes, and concepts.
- » Presented quarterly State of Design report to the company.
- » Developed all feature design for Patient Visits, Chargemaster, and Study Startup.

### IBM Watson Health

#### UX Design Lead, Watson for Clinical Trial Matching

March 2016 - November 2017

As UX Design Lead, I designed and invented features to improve the process of matching patients to breast and lung cancer trials, leading to better trials, better treatment options, faster accrual, more medical knowledge applied to clinical practice, more patients on trials, improving lives, and giving hope through data and cognitive insights. I co-invented Tracker, which allows Watson to connect breast and lung cancer patient data with relevant clinical trials for inclusion and exclusion with extremely high accuracy. The Mayo Clinic experienced an 80% increase in Breast Cancer clinical trial enrollment when using the reimagined Watson for Clinical Trial Matching platform.

#### Responsibilities & Achievements

- » Maintained deep understanding of business objectives and goals.
- » Lead UX Designer on design team of 3 Designers and 1 Design Researcher.
- » Embedded on 1 Engineering team.
- » Performed agile practices, Daily Scrum.
- » Participated in national Design Thinking workshops with Executives, Offering Managers, and Solution Architects.
- » Created and conducted user interviews and testing with Mayo Clinic and MD Anderson Oncologists and Trial Coordinators.
- » Sustained succinct communication with Design Leadership and Offering Managers.
- » Actively contributed to the Patent Group.
- » Recipient of IBM Manager's Choice Award.

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### This is Beautiful

#### Owner, UX Designer

February 2009 - March 2016

I owned and operated a small design agency in Raleigh, NC with three designers specializing in interfaces for hardware and software design for healthcare, consumer electronics, and emerging technology. We consulted with organizations to infuse Design and Design Thinking into their work and corporate culture. Our clients benefitted from our ability to build bridges between engineering and marketing teams.

#### Responsibilities & Achievements

- » Conducted all new business management, contract negotiation, and creative direction.
- » Responsible for design of all Geomagic (Now 3DSystems) branding, marketing, and web materials.
- » Developed iconography, startup screens, and packaging for Geomagic products 2009-2016.
- » Designed an entire suite of Whirlpool/KitchenAid appliance interfaces.
- » Customized typography and animations for 7 and 16-segment LCD screens for Whirlpool appliances.
- » United States Patent US D708963 · Issued Jul 15, 2014 - Specialty Lighting Packaging Enclosure.
- » Automated Pharmacy UI/UX for Parata Systems Max and Mini Machines in Pharmacies around the US.
- » Provided Hardware and UI Design for Spencer Health Automated Home Medication Dispenser.

### HumanCentric

#### Principal Designer, Creative Director, Manager of Graphic Design

May 2004 - February 2009

As Creative Director and Manager of Graphic Design, I was responsible for managing the Graphic Design team, concept development and implementation, new business development initiatives, building positive client experiences and project management. I led and managed our team of Designers, collaborating with a cross-functional team of Human Factors Researchers and Industrial Designers. I helped to build HumanCentric from 15 to 46 employees during my time, growing and maintaining client relationships and raising the company's profile among a diverse portfolio of large clients.

#### Responsibilities & Achievements

- » Building and maintaining client relationships with companies including B/S/H Hausgeräte (Bosch-Siemens), Cisco Systems, Chrysler, Ethicon EndoSurgery, Motorola, Philips, Sears, Volvo, and many others
- » Led visual design team for Motorola, including UI and iconography design for pre-Android GSM and CDMA mobile devices
- » Designed visual experience for Napster application, specifically for Motorola mobile devices released in the United States
- » Designed official style guide for the U.S. FAA, outlining consistent styles and guidelines for official aviation-related government websites and web-based projects
- » UI design and visual experience for iPod integration in Chrysler Town & Country minivans and Ford F250 trucks featured in the 2005 Detroit Auto Show
- » Design research for Philips Medical, traveling to over 20 hospitals throughout America to research sonographer work habits and radiology workflows from multiple stakeholder perspectives (hospital, clinic, and patient-level) for product development of sonographic scanners and medical devices