



Damian Hassan

Designer, Facilitator, Teammate and Mentor

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Experienced, self-motivated User Experience / Product Designer skilled in user-focused research and data-driven design decisions. Specializes in leading and facilitating Design Thinking methods and strategy with product teams. Creates visually engaging, well-written, clear, and concise artifacts that effectively convey the meat of complex concepts. Provides leadership and mentorship to design teams.

PROFESSIONAL HISTORY

Independent Design Professional

DH Creative
Pittsburgh, PA
January 2003 - Current

Launched and operated a freelance design business. Designs websites, graphics, printed materials, outdoor signage, illustrations, and advertisements for small business clients and ad agencies.

Gathers and interprets requirements from business stakeholders. Conducts user research, heuristic reviews, and competitive analyses. Applies User-Centered Design (UCD) principles and develops design strategies.

Uses Miro to design interface concepts and wireframes at low and medium levels. Uses Figma to create high-fidelity interactive prototypes and design system components for review and testing.

Develops content architecture and site navigation based on user-centered design principles and best practices for interface design.

Leverages AI to write compelling website copy and descriptive metadata based on company branding, existing samples, and other artifacts.

Builds websites in WordPress and Drupal using the Bootstrap library as an interface foundation. Codes front-end HTML and CSS. Tests for usability and web accessibility.

Tracks analytics for Google Analytics, Facebook, Linked In, and other platforms. Provides digital marketing strategies based on campaign performance.

Collaborates with in-house client staff, IT teams, web developers, contractors, and third-party vendors to implement designs.

Product Designer

UPMC Health Plan
Remote
May 2022 - April 2024

Used User-Centered Design (UCD) methods to facilitate the exploration and solving of complex problems for an enterprise software product team in the healthcare space.

Conducted research with business stakeholders and subject-matter experts. Collected data, drew insights, and created design artifacts in Figma.

Integrated artifacts with the product development workflow in Microsoft Azure DevOps. Presented findings to a 200+ member development team, and socialized insights from findings to seven stream-aligned development teams.

Facilitated workshops and design sessions with specialized product teams using the LUMA Methodology of Human-Centered Design (HCD). Helped teams identify key insights to drive product requirements for new features.

Used Miro to organize research, facilitate sessions, and create low-fidelity conceptual designs. Used Axure RP to create high-fidelity prototypes that adhered to brand standards and used design system components.

Used Figma to design visualizations, such as the product ecosystem, roadmaps, explanations of technical structures, and dashboard designs. Collaborated with product and UX leaders to provide design strategy.

Helped establish a mature, strategic product design process by introducing repeatable, human-centered, design-based discovery and definition methods that result in research-based, data-driven software UI design.

PROFESSIONAL
HISTORY
(continued)

User Experience Designer
ADP
Remote
October 2021 - January 2022

Designed product enhancements for the reporting features of an online software product in the financial space.

Collaborated with UX Researchers (UXRs) to gain insights from user research and took direction from UX Leads to identify potential enhancements. Used user-centered design (UCD) methods to iterate on design concepts.

Developed low-fidelity designs from hand-drawn sketches. Created high-fidelity prototypes using Sketch, InVision, and design system components.

Presented concepts to cross-functional teams for design reviews and iterated based on feedback. Handed off finished designs as InVision artifacts to Engineers for development and integration into the product.

Participated with Product Managers, Researchers, and Engineers on design planning and backlog grooming in a Lean UX and Agile environment.

Digital Creative Director
Savvy Marketing Group
Pittsburgh, PA
March 2016 - October 2021

Led digital design work for local and regional agency accounts in education, finance, retail, automotive, and other industries.

Gathered and interpreted requirements from business stakeholders. Conducted user research and competitive analyses and identified business goals.

Developed user personas, journey maps, low-fidelity wireframes, and high-fidelity prototypes using Adobe Illustrator and Adobe XD.

Led design sessions and reviews, and adhered to User-Centered Design (UCD) principles and best practices for web design and accessibility.

Built websites in WordPress, Drupal, and proprietary automotive industry platforms. Tested for usability and web accessibility. Collaborated with IT teams, web developers, contractors, and third-party vendors to implement designs.

Tracked analytics for Google Analytics, Facebook, Linked In, and other platforms using Google Tag Manager. Provided digital marketing strategies and iterated on website designs based on campaign performance.

Developed and sent email campaigns for regional and state-wide clients. Coded HTML and CSS emails in Mailchimp and other platforms.

Led whiteboard sessions to develop digital marketing strategies. Created and implemented inbound marketing campaigns using HubSpot.

Attended and led new business meetings and client pitches, managed client relationships, and created and priced estimates and proposals.

Designed and managed the agency's digital strategy based on a sales funnel model to capture and nurture leads. Redesigned the agency's website in WordPress and developed an email marketing campaign in Mailchimp.

Digital Design Consultant
Beyond Spots & Dots
Pittsburgh, PA
October 2014 - March 2016

Provided User-Centered Design (UCD) perspective and digital strategy for client website projects.

Built websites in Drupal using a base theme as an interface foundation. Coded front end HTML and CSS. Tested for usability and web accessibility.

Collaborated with visual designers and back-end developers to overhaul the agency's Drupal website. Created a new visual design and coded the front-end in keeping with brand standards.

Conducted research and provided digital strategy for new business proposals. Attended new business meetings and client pitches.

PROFESSIONAL
HISTORY
(continued)

Interactive Design Director
Giant Ideas
Pittsburgh, PA
February 2008 – February 2012

Led digital design work for the 4th largest advertising agency in Pittsburgh. Accounts included retail, non-profit, automotive, transportation, banking, finance, and other industries.

Hired and managed two designers. Collaborated with client IT teams, web developers, contractors, and third-party vendors to implement designs.

Provided leadership and hands-on direction for client websites and digital products. Designed and developed client websites in Drupal.

Led new business initiatives for website and digital marketing accounts. Managed client account relationships.

EDUCATION

Carnegie Mellon University
Bachelor of Arts in Fine Art
Pittsburgh, PA
August 1993 – May 1997

University of Maryland (USMx)
Professional Certificate in
Product Management
May 2021 – January 2022

Georgia Tech (GTx)
Professional Certificate in
Human-Computer Interaction
August – December 2020

CERTIFICATIONS

LUMA Institute
Certified Human-Centered Design
Practitioner
October 2023

Scaled Agile, Inc.
Certified SAFe 6
Practitioner
March 2023

SKILLS

Product Design
User Experience Design
User Personas
Journey Mapping

Graphic Design
Information Architecture
Design Thinking
User Research

Workshop Facilitation
Conceptual Design
Wireframing
Prototyping

TOOLS

Figma
Sketch
Axure
InVision

Adobe XD
WordPress
Azure DevOps
Microsoft Office

Miro
Creative Cloud
HTML
CSS

TRAINING

**Figma UI UX Design
Advanced**
Skillshare
2024

**Design & Prototype in Figma
Mobile UI/UX Experience**
Udemy
2022

Sketch 5
Udemy
2022

**Systems Thinking for
Product Designers**
LinkedIn
2024

Learn JIRA +Confluence
Udemy
2022

Journey Mapping
The Interaction Design
Foundation
2022

Collaborative Meetings
Miro
2022

**UX Research Methods:
Card Sorting**
LinkedIn
2022

**Google Analytics
Individual Qualification**
Google
2020

Mapping & Diagramming
Miro
2022

Google My Business Basics
Google
2020

**Google Tag Manager
Fundamentals**
Google
2020