

# Damien Solomon

Leadership + Strategy + Innovation + Experience

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## Specialties

Product Design · UX · UI · User Research · AI · Design Systems · SaaS · B2B · B2C

## SUMMARY

Highly accomplished, hands-on design leader with extensive experience delivering exceptional user experiences. Skilled in building and leading high-performing design teams, defining product strategy, driving innovative projects, and building scalable design systems. Dedicated to creating elegant, user-centric design solutions that solve complex problems and increase business value. Working at the intersection of artificial intelligence and user experience, I equip product teams with the skills and knowledge they need to grow and innovate in the rapidly evolving AI landscape.

## WORK EXPERIENCE

### Product Design Director, Hearst Corporation

02/2022 – 12/2024

- Managed the design teams responsible for Hearst Magazines' design systems, content management system, front-end web app, identity management, content syndication, and all platform products and services
- Guided the design and implementation of the Hearst Design System's Figma/React/Storybook component libraries, which currently supports over 48 Hearst Magazines and Hearst Autos brands e.g., [esquire.com](http://esquire.com), [cosmopolitan.com](http://cosmopolitan.com), [menshealth.com](http://menshealth.com), and [caranddriver.com](http://caranddriver.com)
- Led the product direction and design on Hearst's 3rd generation CMS, which improved content creation metrics: 38% decrease in time on task, 21% increase in content publishing volume, and 27% reduction in user error rates and higher system usability scale (SUS) and net promoter (NPS) scores

### Head of Product Design, Leia Inc.

03/2021 – 08/2022

- Directed the design and development of a new suite of glasses-free 3D Android applications and a customized Android OS, resulting in a 32% increase in second-generation device sales and new integration partnerships with Acer, Asus, Dell, Lenovo, and MSI
- Defined and implemented the Leia Design System which unified all applications, increased product quality, accessibility compliance, and a 30% reduction in design and development costs
- Scaled and transformed the mostly tactical Product Design team to be a more strategic business partner with the product management, engineering, and marketing teams

## **Director of UX Design, Procore Technologies**

04/2016 – 01/2021

- Directed the UX strategy and design for the products that have the highest use (1mil + users) and generate the most revenue (71% ARR) for Procore: Project Management, Quality and Safety and BIM/VDC
- Managed several teams of Product Designers and Design Managers responsible for 70% of Procore's web and mobile platform applications
- Hired and grew multiple teams of Product Designers, UI Designers, UX Researchers - 18 total on my team including managers
- Designed and implemented the Procore design system, design tooling and the design process
- Established the UX hiring criteria, evaluation, and design challenges to ensure high-quality output
- Originated the design career ladder, leveling guidelines, onboarding materials and mentorship program

## **Senior Design Manager, IBM Design**

04/2015 – 03/2016

- Responsible for leading and managing 2 multidisciplinary UX teams composed of UX Designers, UX Researchers, UI Designers and Creative Technologists
- Delivered a suite of IBM Analytics products including Graph Database, DB2 On Cloud, Data and Analytics Portal, BigInsights on Cloud, Analytic Notebooks and Bluemix Data Connect

## **Principal UX Designer, Autodesk**

01/2013 – 04/2015

- Principal Designer focused on an integrated collection of web, desktop and mobile 3D/CAD/CAM products used in product design and manufacturing.
- Designed the UX for multiple releases of the Autodesk Product Design and Manufacturing collection including: AutoCAD, Navisworks, Inventor, Revit, Fusion 360 Process Analysis 360 and ReCap 360

## **Team Lead UI/UX Designer, Intel**

Apr 2011 – Jan 2013

- Led the UX/UI software experiences for Intel Compute Continuum technology.
- Delivered connected computing experiences spanning a range of device segments – including laptops, vehicles, smartphones and smart TVs

## **Lead UI/UX Designer, Qualcomm**

12/2007 – 04/2011

- Led UI design for a multi-disciplinary UX team supporting business units and research projects.
- Focus areas included research and design for smartphones, location technologies, touch and haptic interfaces, AR cameras.
- Contributions included the UI/UX for the following: BREW mobile device app store, Plaza Mobile Internet, BREW Gaming and QCHAT push-to-talk.

## ADDITIONAL WORK EXPERIENCE

Design and Production Manager, University of Arizona  
Webmaster, TelePacific Communications  
Creative Director, Freestyle Audio  
Webmaster, Oracle

## EDUCATION

### Northern Arizona University

Bachelor of Fine Arts in Visual Communication with an emphasis in Interactive Design - *Cum Laude*

## CORE SKILLS

**Design Strategy, Management and Operations:** Team and Project Management · Product Definition and Design · Creative Direction · Brand Strategy · Team Building and Mentorship · Production Workflow Management · Design Operations · Agile Methodologies · Agency/Vendor Management

**User Centered Research and Design:** User Research - Qualitative and Quantitative · Design Thinking · Information Architecture · Interaction Design · Agile/Lean UX Methodologies · Usability Testing

**Visual Design:** UI Design · Graphic Design · Typography · Illustration · Photography · 3D Design · Motion Design · Animation · Video Production

**Front-End Development and Prototyping:** HTML · CSS · JavaScript · React · Next.js · Tailwind CSS

### Software Expertise:

*Design tools:* Figma · Framer · Photoshop · Illustrator · XD · After Effects · Premiere · InDesign

*3D tools:* CINEMA 4D · Blender · Maya · 3DS Max · Mudbox · Unity · Unreal

*Analytic tools:* Tableau · New Relic · Fullstory · Google Analytics

*AI tools:* Cursor · Claude AI · Windsurf Editor · Galileo AI · Replit · v0.dev · Bolt · Midjourney

## MENTORING

Recognized as a top design mentor on ADPList, offering mentorship, portfolio critiques, guidance on design systems, and general career advice to designers. Find me [here](#).