

DAMON SANCHEZ

Phone: +1.414.702.7175 • Email: damonsanchez@gmail.com • Portfolio:

<https://www.darkriderdesign.com> • LinkedIn: <https://www.linkedin.com/in/daemon-sanchez-1698a64/>

• *(Holds Active Secret Clearance)*

SUMMARY

Damon Sanchez is a seasoned human-centered strategy professional with 18+ years of experience. He excels in product execution and user/customer experience strategies across digital and traditional channels. Damon has a proven track record in managing high-performing research, development, creative, and strategy teams. He effectively communicates complex ideas to senior leadership, leveraging his strong business acumen and strategic problem-solving skills. Damon is also active in the community, sharing his expertise at nationwide conferences.

PROFESSIONAL EXPERIENCE

- **Northwestern Mutual – Senior Director of Enablement Architecture - 2026 – Present**

As the Senior Director of Enablement Architecture with a focus on Content and Design, Damon Sanchez leads the transformation of the employee experience through data-driven research, human-centered design, and AI-enabled innovation. Drawing on his background in CX and UX strategy, human factors psychology, enterprise design systems, and AI-driven analytics, Damon shapes the future of work and accelerates the adoption of AI and Generative AI across the People Function. He partners closely with leaders and teams across People, Tech & Digital, AI, and Innovation to define strategic objectives, build measurement frameworks, and guide high-impact initiatives from concept through execution. A strong advocate for human-centered design, Damon ensures solutions balance desirability, feasibility, and viability while fostering cultures of trust, empowerment, and continuous improvement. He oversees teams across UX Design and Content Strategy and collaborates closely with Employee Experience Research to cultivate a collaborative, growth-oriented environment grounded in clarity, feedback, and shared success. Focused on translating vision into measurable outcomes, influencing senior leaders, and orchestrating cross-functional alignment, Damon crafts enterprise-level strategies and delivers results in complex, regulated environments with a leadership style that is visionary yet pragmatic, data-driven yet people-centered, elevating team performance and driving meaningful organizational impact.

- **Baird – Senior User Experience Product Manager - 2025 – 2026**

As the Senior User Experience Product Manager at Baird, Damon helps lead a multi-disciplinary team through a Human-Centered Design process and strategy. Damon connects end-users, customers, and clients through research, strategic vision, and best practices in UX design.

Notable Outcomes: Created an Experience Management framework that incorporated Design, Strategy, Research, and Data for measuring and repeating success.

- Created a corporate-wide design system connecting multiple on-prem and cloud applications, ensuring seamless integration and improved performance, customer satisfaction, and system efficiency.
- Integrated a product-first, data-centric customer and user journey for measuring success across multiple applications

- **Isobar Public Sector – Associate Director of Experience Strategy - 2021 – 2025**

As the Director of Experience Strategy at Isobar Public Sector, led a multi-disciplinary team of Strategists, Researchers, and Interface Designers. Focusing on Human Factors Psychology, Brand, Customer, and User Experience, Damon connects end-users, customers, and clients through research, strategic vision, and UX design best practices.

Notable Outcomes: Led the research, prototyping, and redesign of a major .edu

- Servicing approximately 100k to 200k monthly visitors.
- Measurement strategy increased conversion to applications from 30% to 85%.

- **Concurrency, Inc. – Managing UX Architect & Capability Lead - 2018 – 2021**

As the UX Architect & Capability Lead for the Human-Centered Design (HCD) practice, He was charged with the growth and excellence of HCD at Concurrency. Leading the HCD practice, Damon cultivated and evangelized the expertise of business analysts, user, and customer experience in the community across regions, departments, and leadership.

Notable Outcome: Led the research efforts and redesigned a company news portal.

- Serviced approximately 6,400 employees in the United States.
- Employee engagement increased from 45% - 75%.

- **Concurrency, Inc. – Senior User Experience Architect - 2015 – 2018**

Damon helped to synthesize design, development, and technology by providing thought leadership and working with team members across the organization to create innovative and engaging user experiences. His daily goals were to give highly analytical and creative ideas to Concurrency's design and technical engagements by collaborating on UX/UI planning and working with Microsoft solution leads.

Notable Outcomes: Led Accessibility Efforts of a Subaru Membership Portal.

- Serviced approximately 60k users in the United States.
- The accessibility report was constructed to ensure WCAG and WC3 compliance.

- **Crescendo Collective – Creative Lead - 2014 - 2015**

Damon led a highly creative and technical team of designers and developers for some of the most well-known consumer brands on the market. With direct reports to the owners, He managed the creative teams' engagements and workload capacity. He helped lead creative sessions for project kick-offs and managed multiple projects from concept through completion.

Notable Outcomes: He led the redesign of Johnsonville's membership portal,

- Serviced approximately 25k users in the United States.
- The redesign increased the number of membership account creations by 30%.

- **Thirsty Boys – Senior Developer - 2014 - 2015**

Damon helped brainstorm digital initiatives by creating site maps, storyboards, and IA diagrams. He also provided cross-functional thought leadership in mobile marketing, application development, animation, and the overall execution of digital ideas.

- **Bader Rutter & Associates – Senior Developer - 2008 - 2014**

Damon developed mobile strategies using cutting-edge technology and multimedia content, supporting creative directors in digital transformation programs for clients like Dow AgroSciences, Pfizer, OfficeMax, Johnson Controls, and GE. His focus areas included programming and development, specifically HTML5 canvas animations, cross-platform mobile applications, and advanced jQuery informational websites.

- **Charleston Orwig – Senior Interactive Director - 2008 - 2014**

Damon worked in teams that helped clients like BASF, Pfizer, and Smithfield Foods brainstorm digital initiatives by creating site maps, storyboards, and IA diagrams. In this role, He directed a small team to execute these strategies into comprehensive digital platforms.

EDUCATION

- **Grand Canyon University (GCU) – Doctor of Philosophy Ph.D.,**
Psychology: Integrating Technology and Learning, 2022 – 2025
- **Grand Canyon University (GCU) – Master of Science M.S.,**
Psychology of Human Factors, 2020 – 2022
- **Milwaukee Institute of Art and Design (MIAD) – Bachelor of Fine Art B.F.A.,**
Illustration & Communication Design, 1995 – 2003

TRAINING AND CERTIFICATIONS

- Qualtrics XM, Professional Certification (XMP), 2022
- UX Management: Strategy and Tactics, 2019
- Accessibility: How to Design for All, 2018
- Formal Design Methods: Formalism and Design, 2017
- Gestalt Psychology and Web Design: The Ultimate Guide, 2017
- The Psychology of Online Sales: The Beginner's Guide, 2017
- User Research – Methods and Best Practices, 2017

KEY APPLICATIONS

- Adobe Creative Cloud, Adobe XD, Figma, Axure, O365
- MaxQDA, QDA Miner, SPSS, Optimal Workshop, Mural, Miro, MS Whiteboard
- Qualtrics, Survey Monkey, MouseFlow, Hotjar, Google Analytics, Adobe EM
- Visual Studio Code, Visual Studio, Tableau, PowerBi

- Jira, Clickup, Zeplin, Marvel
 - ChatGPT, MidJourney, Elicit, CoPilot, TheyDo, Claude
-

DEVELOPMENT LANGUAGES AND FRAMEWORKS

- CSS3, HTML5, JavaScript (expert)
 - ReactJS, Angular (advanced)
 - XML, XAML, JSON (advanced)
 - Typescript, C# (advanced)
-

KEY SKILLS

- **20 years** of experience in user interface design and user experience strategy, from low-fidelity sketches to high-fidelity wireframes (e.g., clickable prototypes and mockups), and leading design thinking workshops (e.g., affinity diagrams, MoSCoW priority, open and closed card sorting).
- **18 years** of experience with technical documentation (e.g., sitemaps, personas, data mapping, journeys, roadmaps, statements of work, service design blueprints, and gap analysis) and analyzing metrics, analytics, and creating KPIs to improve adoption and data-driven design decisions.
- **15 years** of front-end development experience in desktop, mobile, and web applications (e.g., programming, accessibility standards WCAG, WC3, and Human Factors Engineering).
- **12 years** of people management experience (e.g., mentoring, leading team activities, daily stand-ups).
- **10 years** of experience in both qualitative research design methodologies (e.g., questionnaires, interviews, focus groups, ethnographic field observations, and thematic analysis) and quantitative research (e.g., surveys, polling, CSAT, NPS, CES, statistics, quantitative models).
- **5 years** of experience in AI-driven analytics, NLP and sentiment analysis, and workflow automation to identify CX and UX trends.