Doug Hamaker
User Experience, Product Management, and Product Design

Contact

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Expertise

- Web governance and strategy
- Web Standards and best practices
- Accessibility and usability design
- Online privacy and regulations
- Information architecture
- Content strategy
- Search engine optimization (SEO)
- User/product research
- Web analytics
- Design systems

Work Experience

2021 January - 2023 July

UX Architect, Accessibility
U.S. Bank | Shield Platforms and Design System

Collaborated in design and development of reusable patterns and components. Implement Accessibility program and metrics. Coached product managers, scrum masters, designers, writers, and developers in Accessibility related topics.

- Designed accessible experiences, keyboard behaviors, and navigation for design system, search, authentication, and document management components. Contributed to specifications and usage guidelines.

- Collaborated to integrate accessibility controls into agile process, created activity dashboards to track engagement, and grew knowledge management systems to support program, policy, and compliance management.

- Coached teams and individuals to improve knowledge of and skill in the enterprise accessibility program, inclusive design, and accessibility best practices. Provided Accessibility training on special topics.

2019 May - 2020 July

Manager of Accessibility Consulting
Level Access

- Helped product organizations improve access to digital services for everyone and ensure regulatory compliance

- Managed team of consultants working with clients to develop accessibility capabilities through policy, education, user research, design, development, and testing levers.

2007 - 2018

Sr. Product Manager, User Experience
Delta Dental of California, E-Business Group and Enterprise Architecture

Managed online experience serving 33 million consumer and business users. Directed UX guidelines, site architecture, design patterns, SEO, accessibility, web analytics, and compliance solutions. Advised executives, led projects, coached teams, mentored talent, and supported over 200 sites, twenty domains, and ten brands.

Achievements
- Created a UX guidelines, framework, and templates.

- Designed solutions for marketing growth, sales, support, services, search, account management, education, social media, video, interactive media, maps, reporting, analytics, content and document management, and internationalization.

- Launched new applications, redesigned and maintained legacy applications, pitched new features, and supported product integrations.

- Earned page one Google search placements generating 30% of site traffic.

- Built web analytics practice.

- Promoted Accessibility and Privacy awareness and features.

- Introduced rapid HTML prototyping and usability studies.

- Led design for changes in Healthcare and Privacy regulations and growth of iPhones, tablets, Google Chrome, and other emerging tech.

- Showcased emerging innovation in blockchain, activity streams, digital wallets, HTML, CSS, responsive design, search, data schemas, identity, privacy, and advertising tech.

- Represented enterprise interests in professional web and SEO workgroups.

- Advised C-level and senior executives on e-business and online technology.

- Educated teams on best practices for design, HTML, Accessibility, and analytics.

- Mentored individual contributors and managed direct reports and vendor relationships.

2004 - 2007

UI Producer / Project Manager

Wells Fargo Bank, Wholesale Internet Treasury Solutions

Managed UX design and development for financial products sales and customer account management CRM applications. Planned Agile sprints and served as scrum leader.

1997 - 2004

E-Business Consultant

Various

Created online marketing strategies, web design, and content management systems for small businesses.

1999 - 2000

Solutions Architect / Sr. Project Manager

Red Hat, Web Development Group

Managed a product portfolio that included online user account management, customer service, e-commerce, e-learning, and software management products.

1999
Sr. Project Manager
Atomic Vision
Led client engagements at a web/digital marketing agency (acquired by Red Hat in 1999).

Education

MBA/MS in Finance, San Francisco State University
Honors in Finance.

Bachelors of Arts, Occidental College
Major in American Studies. Minors in Art, Rhetoric.