

# Doug Hamaker

User Experience, Product Management, and Product Design

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## Expertise

- Web governance and strategy
- Web Standards, regulations, and best practices
- Digital accessibility
- Information architecture
- Web and mobile design
- Design systems and operations
- Online privacy and consent
- Search engine optimization (SEO)
- User research, web analytics, and business analysis

## Work Experience

### UX Architect, Accessibility

#### U.S. Bank, Platforms and Design System

*January 2021 - September 2023, San Francisco*

Collaborated on design system tooling, components, and documentation.

Implemented accessibility program. Coached teams in accessibility practices.

- Designed system components including date pickers, filter, search, global navigation, authentication, and document management experiences.
- Authored design system documentation and technical specifications.
- Advised on accessibility tools for Figma, Storybook, and Zero Height to build consistent accessibility into design system.
- Implemented controls for program monitoring and coached product teams on enterprise practices and accessibility best practices.
- Developed training and knowledge base for advanced accessibility topics.
- Collaborated on innovation for digital wallets, authentication, and personalization.

## **Manager, Accessibility Consulting**

### **Level Access**

*May 2019 - July 2020*

Consulted on design systems, consumer applications, usability testing, and design ops for industry leading technology, media, banking, insurance, and government clients.

- Managed consulting team providing policy, training, user research, design, development, and testing services.
- Provided technical sales support.
- Produced design system guidelines, quality control processes, and remediation plans.
- Conducted usability studies for accessible experiences.

## **Sr. Product Manager, User Experience**

### **Delta Dental of California, E-Business and Enterprise Architecture**

*April 2007 - January 2018*

Managed user experience for 33 million consumer and business users. Directed UX guidelines and design systems, site architectures, SEO, accessibility, analytics, and regulatory and compliance solutions. Supported portfolio of 200 sites, twenty domains, and ten brands. Advised executives, led projects, coached teams, managed vendors, and mentored talent.

- Advised C-level and executives on e-business and online strategy.
- Represented organization in national association workgroups.
- Managed direct reports, vendors and inter-department relationships.
- Demonstrated innovations in blockchain, digital wallets, activity streams, HTML5, CSS, responsive design, search, and privacy.
- Produced robust UX guidelines, design systems, and templates used for eight years.
- Established web analytics practice using Google Analytics. Planned and implemented tagging. Analyzed and reported trends.
- Established SEO practice and achieved top ten search rankings generating 30% of site traffic.
- Planned UX strategy for changing State and Federal regulations governing online commerce, online privacy, accessibility, and healthcare.
- Planned UX strategy to changing consumer technologies, including devices (iPhones, tablets), interactions (touch screens), and user agents (Google Chrome).

- Designed broad range of regulated experiences, including: site navigation, registration and account management, marketing and sales, customer support, document management, search, SEO, social media, video, infographics, and internationalization.
- Adapted UX guidance for build, buy, and legacy solutions.

## **UI Producer / Project Manager**

### **Wells Fargo Bank, Wholesale Internet Treasury Solutions**

*August 2004 - March 2007*

Managed user experience design and development for customer management and commercial financing applications. Adapted UX processes for Agile and iterative (RUP) software development frameworks.

## **Education**

### **Master of Science in Finance, San Francisco State University**

Department Honors.

### **Master of Business Administration, San Francisco State University**

### **Bachelors of Arts, Occidental College**

Major in American Studies. Minors in Art, Rhetoric.