

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
- Online privacy
- Information architecture
- Content strategy
- Search engine optimization (SEO)
- Web analytics
- User research and business analysis
- Design systems

Work Experience

UX Architect, Accessibility

U.S. Bank, Platforms and Design System

January 2021 - September 2023, San Francisco

Collaborated in design and development of reusable patterns and components. Implemented 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.
- Created quality controls for early-warning monitoring of accessibility compliance and grew knowledge management systems to support accessibility program.
- 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.

Manager, Accessibility Consulting

Level Access

May 2019 - July 2020

Provided consulting and services for accessibility governance, design, and testing.

- Helped 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.

Sr. Product Manager, User Experience

Delta Dental of California, E-Business and Enterprise Architecture

April 2007 - January 2018

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.

- Advised C-level and executives on e-business and online strategy.
- Represented member company at national association Web and SEO workgroups
- Demoed innovations in blockchain, activity streams, digital wallets, HTML, CSS, responsive design, search, identity, and privacy.
- Produced UX guidelines, framework, and templates that guided customer facing design and development for 8 years.
- Created web analytics practice: selected tools, planned and implemented tagging, analyzed data, and introduced user reports for executives.
- Led UX strategy and implementation for changes in state and federal regulations of accessibility, privacy and healthcare.
- Led UX strategy for changes in user device and browser technologies, including: iPhones, tablets, touch screens, and Google Chrome.
- Evolved design process to include rapid HTML prototyping and usability research.
- Earned page one Google search placements generating 30% of site traffic.
- Architected content solutions for marketing, sales, services, search, account management, education, social media, video, interactive media, maps, content and document management, and internationalization.

- Coordinated UX for heterogenous systems, including: new products, third-party applications, and legacy applications.
- Managed vendors and direct reports.

UI Producer / Project Manager

Wells Fargo Bank, Wholesale Internet Treasury Solutions

August 2004 - March 2007

Led UX design and development for commercial finance and customer management applications using Agile and traditional methodologies.

E-Business Consultant

Self-employed

January 1997 - August 2004

Created online strategies, design, and content management solutions for small businesses.

Solutions Architect / Sr. Project Manager

Red Hat, Web Development Group

May 1999 - December 2000

Managed a web product portfolio that included user access and account management, customer service, e-commerce, e-learning, and systems management products.

Sr. Project Manager

Atomic Vision

March - May 1999

Led client engagements for a web design agency (acquired by Red Hat).

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.