

Steve Basmajian

Storyteller
Experience Designer
UX & AI Strategist

Dallas, TX



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PROFILE

Every company, product, and service has a story to tell. My job is to make sure it's a damn good one. I've spent my career making the complicated feel simple, the technical feel human, and design feel effortless.

I've worked across many industries leading teams, diving deep into UX/UI, strategy, storytelling, and now AI. Translating big ideas into real things. Each project builds on the last, giving me a unique perspective on technology, design, and how people interact with both.

SKILLS

Experience & Strategy

- Design Leadership & Mentorship
- UX / UI Design, Design Systems, Product Design, Service Design
- Customer Experience (CX), Journey Mapping, Digital Strategy

AI & Innovation

- Prompt Engineering, AI Content Generation
- AI Automation

Journey Optimization

- A/B Testing, User Research, Digital Analytics

EXPERIENCE

Senior Experience Designer - Professional Services

Salesforce, Inc.

Sept 2021 – present

Trusted experience design advisor for top brands like Under Armour, Coca-Cola, Bath & Body Works, Victoria's Secret, and Northwell Health. I drive measurable business impact by improving customer experiences and journeys.

- **Under Armour:** Established a scalable design process for their new internal agency model, increasing design output 20x in 3 months and leading to 80% of all loyalty program signups at launch.
- **Coca-Cola:** Designed a modern, modular design system for 12 bottling partners, integrating AI-driven content workflows to automate personalization for Salesforce Marketing Cloud, improving campaign scalability and engagement.
- **Northwell Health:** Led the vision and UX design for AccessNet, Northwell's Service Cloud call center, driving a 17% increase in productivity and a 500% surge in chat-based interactions, significantly reducing call volume and improving efficiency.
- **Leadership & Mentorship:** Actively mentor client-side UX/UI teams, training designers in Figma, Salesforce Lightning Design System (SLDS), and design best practices, setting clients up for long-term success.

Senior Consultant – Experience Design & Customer Experience

Slalom Consulting

Jan 2018 – Sept 2021

Designed and led experiences and strategies for Fortune 500 brands, optimized customer journeys, enhanced digital products, and streamlined business processes to drive impact. Translator of complex challenges to scalable solutions through design.

- **Boeing:** Led a team of CX analysts to optimize Boeing's suite of ecommerce sites, uncovering 20+ friction points and implementing UX/UI enhancements that improved the checkout experience and marketing attribution. Developed a future-state roadmap that aligned marketing, analytics, and measurement to drive higher reporting accuracy and more actionable insights.
- **Capital One:** Led UX research for Dealer Navigator, identifying usability improvements that boosted dealer adoption. Designed and implemented Gravity design system enhancements, refining platform usability.
- **Intellicentrics:** Led service journey design for a new hospitality management platform, defining key personas and critical features for a successful launch.
- **Onyx CenterSource:** Designed and optimized the Analytic Data Services product, a data-driven SaaS platform anticipated to generate \$25M in revenue by 2025. Led end-to-end UX, service design, and product strategy, streamlining insights for hotels and travel agencies.

EXPERTISE

- **Design Leadership**
Art Direction, Team Management, Mentoring, Evangelism
- **UX/UI Design & Prototyping**
Figma, Photoshop, Illustrator, InDesign, Axure, Sketch, XD, AfterEffects, Miro
- **Strategy**
Persona Development, Journey Mapping, Service Blueprinting, Channel Analysis, Executive Content
- **Content**
Digital content and process management
- **Martech Implementation & Execution**
Ensure delivery and training materials for new digital product or digital marketing platform

CERTS

Salesforce Certifications

- User Experience Designer
- Strategy Designer
- Marketing Cloud Email Specialist
- AI Associate
- AI Specialist
- Agentforce Champion

EDUCATION

B.A. Journalism
B.B.A. Entrepreneurship
University of North Texas
2001 – 2005

EXPERIENCE

Channel Manager & Digital User Experience Lead

The Howard Hughes Corporation Jul 2016 – Dec 2017

- Led implementation of Adobe Experience Manager, Campaign, and Analytics, eliminating external agency reliance, cutting campaign deployment time, and driving major efficiency gains in digital marketing operations.
- Designed and launched an omnichannel strategy, increasing engagement by 50% and conversion rates by 20%, exceeding KPI targets across a \$5B real estate portfolio.
- Led cross-functional teams of content authors, marketers, developers, and agency partners to scale digital experience management.
- Digital UX/UI planning for web, mobile and voice (VUI)

Creative Lead

Six Flags Entertainment, Inc. Jan 2009 – Jul 2016

- Led brand engagement for top partners like Samsung, Nokia, Kraft, and Microsoft, creating bold experiential campaigns including coaster wraps, interactive kiosks, and immersive events.
- Designed user-centric digital experiences across web, mobile, and out-of-home (OOH) media, producing motion content for Six Flags' TV Network, driving millions of impressions for brand partnerships.
- Developed in-house design tools and workflows, dramatically improving creative production speed and scalability.

Co-Founder

Gimme!, LLC. Jun 2011 – Nov 2015

- Led UX/UI design for web and mobile applications.
- Developed rapid prototypes to test and iterate concepts.
- Drove partnership marketing and business development.

Partner

Loudsprout, Inc. Jun 2006 – Jan 2009

- Led business development initiatives across AMER & APAC markets.