

Tommy O'Connor

User Interaction Designer

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I'm an interaction designer with over 15 years professional experience in branding design, web design, animation, mobile and web application design, and digital product development.

My primary skill-set includes: being a leader, being able to tackle large problems by collaborating seamlessly with team members no matter the physical distance, ability to work directly with clients, finding creative interaction solutions through playful exploration.

SOFTWARE

- Adobe CC (PS, AI, ID, AE, PR)
- Sketch
- InVision
- Framer JS
- Balsamiq
- Sublime Text
- GitHub
- Zeplin

STRENGTHS

- Decision maker
- Storyteller
- Lifetime learner
- Team contributor

AREAS of EXPERTISE

User Interface Design	Prototyping Experiences
Typography	User Experience Design
Branding Design	User Research
Wireframe Design	Light front-end development:
Animated Interactions	HTML / CSS / JS

EXPERIENCE

(Apr/12 to Present)

Made with Math - Design Lead / Owner

The design studio was founded in 2012 - specializing in user-focused interface and experience solutions. Made with Math participated in some incredible opportunities, such as: designing a big data web application for Compellon, Inc. who recently raised a \$7MM Series A investment, completing a project for GE Healthcare under a stressfully tight timeline, designed and developed an AS3 paddle-ball game for a Reliant Energy online ad campaign, not to mention winning a design award for a beer label for a local brewery.

- Lead the design of all projects and worked with a small team of designers to create high-end UX Wireframes, and then full resolution designs.
- Communicated with clients, and developers using prototyping platforms (InVision, Framer, UXPin, Balsamiq, etc.) to ensure all stakeholders were on the same page.
- Built and managed a small team consisting of 2 designers and a project manager.

(Feb/12 - May/14)

AllDigital, Inc - Interaction Designer / Consultant

Principle designer for all of the mobile applications that were produced at AllDigital, Inc. Completed successful projects for Adobe, Cox Communications, Rogers Communications, DivX, and other companies. Held a client-facing role to assess goals for each mobile product, interfaced with the developers and account managers to build a working project framework, and finally executing the design process.

- Lead the project outline process alongside the client by gathering requirements, fleshing out features and flow, gaining approval from all stakeholders.
- Designed mobile applications starting with quickly iterating on low-fidelity design, and moving the project through to high-fidelity designs.
- Worked with development team to implement designs, including prototyping the movement / animation.

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EXPERIENCE (cont.)

(Jan/09 - Aug/12)

eegee's - Director of Marketing

Created and oversaw a four person team, managed a \$1MM annual marketing budget, and modernized the marketing initiatives. Implemented a successful rebrand of a 40 year old Tucson, AZ restaurant icon.

- Hired a diverse team that created all of the rebrand deliverables in-house, such as: website, merchandise, television ads, interior design, radio ads, packaging and advertising.
- During the recession eegee's average sales increase was 4.5%, while most restaurant's sales in that sector were negative by at least 4%.
- Created new employee hiring / on-boarding / retention program that reduced year over year turnover from 430% to 90%.
- Established new outreach programs that increased and modernized the visibility and voice of a company which was quickly becoming irrelevant.

(Jan/07 - Jan/09)

Midnight Oil Creative - Web Developer Lead

Designed and developed over 25 web properties during the course of two years. Clients were mostly entertainment juggernauts like: Disney, Fox, Activision, Universal and Lionsgate. Responsible for designing and developing internal web initiatives including the studio's own website(s), flash promotional pieces and rich media games.

- Designed engaging rich media experiences including websites, games, and DVD content.
- Developed properties using OOP ActionScript2 / ActionScript3 with MVC frameworks, as well as html and css.
- Designed and developed rich media ad campaigns for movie and DVD launches.

MISC. EXPERIENCE

(2016)

Toogether - Product Designer

Created and designed this self-initiated mobile application that allows users to quickly and seamlessly create short-term GPS groups to stay in contact with one another. Imagine being able to tour a location in a foreign country with a group, and having the ability to see where all your friends are in real time. Status: In Development

(2015)

Bit/tag - Product Designer

Participated in the wireframing and design of this interesting browser extension that allows users to create 'notes' ontop of web pages, essentially creating a contextual layer to the web. Status: Hiatus