Tommy O'Connor
User Interaction Designer
& Front-End Developer

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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.

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
· Typography
· Branding Design
· Wireframe Design
· Animated Interactions
· Prototyping Experiences
· User Experience Design
· User Research
· Frontend development:
      HTML / CSS / JS (jQuery)

Experience

(Dec/16 to Present)

Moonshot – VP of Brand
Over the course of the past year I've rebranded the Flagstaff based business incubator formerly known as NACET. The primary output of the rebrand culminated in a successful launch of the base branding and website initiatives. I also worked on the business side by assisting to re-imagine the entrepreneurship programs, created events, established a mentor network, and created a marketing system. Highlight results: we've grown the program by 16 new startups (280% increase) in the past year.

(Apr/12 to Present)

Made with Math – Design Lead / Owner
This four-person design studio was founded in 2012 – specializing in user-focused interface and experience design solutions. We participated in some incredible opportunities, such as: designing a big data web analytics application for Compellon, Inc., completing a microsite project for GE Healthcare, designed and developed an interactive paddle-ball game for a Reliant Energy online ad campaign, not to mention winning a couple design awards for beer packaging.

(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.

(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 for this 40 year old restaurant icon. Highlights of results:

· Created all of the rebrand deliverables with the in-house team, such as: website, television ads, interior design, radio ads, packaging and advertising

· During the recession eegee's average sales increase was 4.5%, while most restaurants saw sales in the negatives

· Created new employee hiring / on-boarding / retention program that reduced year over year turnover from 430% to 90%

(2007 – 2009)

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. I was also responsible for designing and developing internal web initiatives including the studio's own website(s), flash promotional pieces and rich media games.