

Tony DeSylva

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Work Experience:

Coupons Inc: Senior Product Designer - 2/13 – Current

At Coupons.com my main purpose is to be an advocate for the users. This was achieved by discovering new ways of approaching both design and informational architectural problems. Utilizing both qualitative research (focus groups, remote user testing, surveys) and quantitative research (A/B and Multivariate testing) I created efficient, easy to use interfaces and product solutions. Currently I lead and-or participate in the production of all consumer websites, mobile applications, conversion landing pages, and business portals.

AP42: UI Consultant - 8/12 – 11/12

As UI consultant I Re-factored both user flow and page layout for the new Texaco corporate website. Planned and created user-flow and page layout for Texaco's mobile and tablet corporate sites. Advised in CSS3 and responsive design best practices to ensure a common code base could be used for all devices and browser types.

PlumDistrict: Senior UI Designer - 6/11 – 8/12

As the Senior UI Designer my primary duty is to create easy to use, compelling interfaces for Plum District daily emails, main, mobile and partner sites.

Secondary duties include the merging of design and back-end code with the goal of creating a lightweight easy to maintain front-end framework. I also played an integral role in testing emails and landing page effectiveness.

Consultant: Bling Nation UI Designer - 2/11 – 4/11

As UI Designer my primary duty is to create FaceBook landing pages for the Bling payment solution and their partners. Utilizing wire frames, PhotoShop comps, HTML and CSS with the goal of increasing click through rates.

CardPlayer Media: Lead UI Designer 6/07 - 11/10

Primary duties included taking Photoshop comps and turning them into pixel perfect cross-browser friendly reality for CardPlayer Media's family of Ruby on Rails websites utilizing HTML, (HAML), CSS, (SASS), JavaScript, JQuery; (www.cardplayer.com, and www.jetsetway.com)

Secondary duties included planning and implementing SEO, improving SpadeClub conversion rates utilizing Google Website Optimizer and Google Analytics. I also wrote specs, wire framed new sites and site features with OmniGraffle (VISIO).

Freelance Graphic Design / Website design 1/06 - 6/07

Limbo - Banner design

Teracent - Banner design, website template

FluidFrames - Website design, logo creation, photo manipulation

iGames - Design magazine cover, 34 page layout, website maintenance

Work Skills

Qualitative & Quantitative Research
Taxonomy Creation
User Flows & Wire Frame Creation
SCRUM Project Management
Product Development
Marketing Research
Group Presentations
Customer Service

Web Design Skills

HTML / HAML
CSS / SAAS
jQuery

Applications

Axure
OmniGraffle
PhotoShop
Illustrator
InDesign
Dreamweaver
Textmate
Coda
SVN
GIT
Microsoft Office Suite

Web Technologies

BaseCamp
JIRA
Assembla
Pivotal Tracker
Blueprint
Google Website Optimizer
Google Analytics
Google AdWords

iGames: Lead Designer 9/01 - 11/05

Lead Designer responsible for the design, development, maintenance and promotion of the company's website, print magazine, posters, business cards and the production of all corporate, partner and sponsor related print and multimedia materials.

Specific duties included: Project management and product development of new website features. Manage iGames programming team of three. Manage partners for printing purposes and other creative production. Design and format weekly center newsletter, monthly player and corporate newsletters. Power point presentations for sales.

Education:

April 2008 SEO Training (Search Engine Optimization)

1994-1996 Bachelor of Arts; Department of Art; concentration in Illustration Western Washington University, Bellingham, Washington

1991-1193 Associate of Arts; Department of Art Green River Community College, Auburn, Washington

References:

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Josh Pasqualetto, direct manager at CardPlayer
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Tim Dinkins, Senior Programmer at BrightFire
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