

Tony Dawson — Senior Product Designer

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SUMMARY

Senior Product Designer with 14+ years of experience leading high-impact design initiatives for consumer subscription, enterprise platforms, and startup ecosystems. Expert in Figma-based design systems and Human-Centered Design (HCD). Proven track record of mentoring designers, evangelizing UX best practices, and balancing user needs with technical feasibility to drive business growth.

CORE SKILLS

- **Design Leadership:** Mentorship & Coaching, UX Evangelism, Stakeholder Management, Design Strategy, Service Design, Project Planning & Scoping.
- **UX/UI Excellence:** Systems Thinking, Information Architecture, Interaction Design, Inclusive & Accessible Design, Prototyping, Usability Testing, Data-Informed Design
- **Tools & Collaboration:** Expert in Figma, Adobe Creative Cloud, Agile/Scrum, Cross-Functional Leadership (Eng/Product), Design QA, HTML/CSS Handoff.

EXPERIENCE

TD Designs — Senior Product Design Consultant | Remote

Jan 2026 - Present

- **Mentorship & Leadership:** Act as a lead UX practitioner for a portfolio of 7+ startups, mentoring junior designers and founders on standard methodologies in design communication and human-centered approaches.
- **Systems Thinking:** Architected scalable brand systems and web-based software solutions for clients including *Alchemy Partners* and *Implicit Good INC*, ensuring consistency across multi-team digital products.
- **Strategy & Evangelism:** Proactively identify business problems and propose UX solutions through weekly stakeholder meetings: evangelized UX practices to build consensus across cross-functional teams.
- **Data-Driven Growth:** Spearheaded a “test and learn” program incorporating analytics to refine products, resulting in a 10% measurable increase in web traffic for established platforms.

Marauder Tech Games — Senior UI Designer | Remote

Sep 2024 - Dec 2025

- **Product Excellence:** Shipped high-fidelity interfaces across onboarding and engagement flows, contributing to +148% Week-1 retention and +266% growth in sessions per user.
- **Design Excellence:** Architected a platform-level design system in Figma, raising the bar for design-to-code accuracy and cross-team visual integrity.
- **Collaboration:** Used high-fidelity prototypes to align Product and Engineering leaders on complex user flows, effectively communicating the value of features and technical trade-offs.

TruPlay Games – Senior UX/UI Designer | Remote

Nov 2021 - Sep 2024

- **Scalable Systems:** Built and governed a scalable design system of 100+ production-ready components, improving team design efficiency by ~80%.
- **User-Centered Strategy:** Led UI design for subscription platform (400K+ downloads), leveraging user insights and analytics to optimize commerce and content discovery across a digital portfolio.
- **Impact:** Awarded 2022 MVP for leadership in improving product quality and performance across the digital portfolio.

Citigroup Inc. – UX/UI Designer | Irving, TX

Jun 2019 - Dec 2021

- **Enterprise Optimization:** Designed a Forecast Results Viewer UI that was 3x faster and reduced user actions by 2-3 clicks per workflow, balancing technical feasibility with high-quality user experience.
- **Standardization:** Established simplified interface patterns that became the foundation for platform-wide enterprise UX standards, ensuring consistency across multiple product units.
- **Award:** Received the Transformation Spotlight Award for measurable operational improvements in a complex, data-heavy environment.

Four Story Creative – Art Director | Waxahachie, TX

Jul 2010 - Feb 2019

- **Visual Direction:** Led design execution and established workflows that improved cross-team collaboration for multiple global brands.

EDUCATION

Bachelor of Arts (B.A.) in Media Arts & Animation

Art Institute of Dallas | Dallas, TX

Aug 2007 – Sep 2011