

TONY DAWSON

Senior Product Designer (UI-Focused)

Dallas, TX (Remote-friendly) | tonyrossdawson@gmail.com | tonyfolio.com | linkedin.com/in/tdawson

SUMMARY

Senior Product Designer with 14+ years of experience delivering polished, production-ready UI for consumer, subscription, and enterprise products. Strong expertise in visual systems, interaction design, and scalable component libraries. Known for raising product quality, improving design-to-code alignment, and shipping high-fidelity experiences that scale.

CORE SKILLS

UI & Systems: UI design, interaction design, visual hierarchy, design systems, component libraries

Product & Execution: Product-focused UI, accessibility-aware design, design QA, cross-functional collaboration

Tools: Figma, FigJam, Agile/Scrum, Jira, developer handoff

EXPERIENCE

Marauder Tech Games — Senior UI Designer (Remote) | Sep 2024 – Dec 2025

- Led end-to-end UI design for a consumer-facing digital product, improving usability and engagement across onboarding, progression, account state, and core engagement flows
- Partnered with product, engineering, and visual leadership to deliver **implementation-ready, high-fidelity UI**
- Built and maintained a scalable UI system used as a single source of truth across teams
- **Contributed to major early engagement improvements: +148% Week 1 retention, +266% sessions per user, +730% increase in core user actions completed**

TruPlay Games — Senior UX/UI Designer (Remote) | Nov 2021 – Sep 2024

- Senior IC owning UI design and visual systems across a subscription-based web and mobile platform supporting 50+ content experiences across web and mobile
- Delivered 100+ production-ready UI solutions, improving design-to-code accuracy by ~80%
- Raised overall product quality by standardizing components, improving documentation, and reducing visual inconsistency across the platform

Citigroup Inc. — Senior UX/UI Designer (Irving, TX) | Jun 2019 – Dec 2021

- Navigated ambiguous product direction to define user flows and high-fidelity UI for complex enterprise applications under regulatory constraints
- Used interactive prototypes to align stakeholders, reduce rework, and accelerate delivery

EARLIER EXPERIENCE

BioWorld Merchandising, Four Story Creative — UX/UI Designer, Art Director

Led UI, visual systems, and brand standards across digital products and platforms

EDUCATION

B.A. Media Arts & Animation — Art Institute of Dallas