Waxahachie TX, 75165
682-554-8851 • tonyrossdawson@gmail.com
www.linkedin.com/in/tdawson
www.tonyfolio.com

Tony Dawson

SUMMARY

Self-motivated designer with 10+ years of experience, relentlessly striving to improve and develop skillset and stay up-to-date with current trends and evolving design methodologies. Highly adaptable professional who embraces challenges and thrives in a fast-paced, agile work environment. Upbeat, positive, and team-oriented personality, with excellent communication skills. A keen sense of design and mastery of typography, color, and layout, specifically how all three work in a responsive framework. Seeking the opportunity to utilize creativity and expertise in a UI/UX Design role to deliver straightforward, intuitive, and beautifully designed user-centered experiences.

SKILLS AND INTERESTS

- **Software:** Sketch | Invision | Adobe XD | Adobe Photoshop | Adobe Illustrator | Adobe Indesign

- **Platforms:** Windows | Mac OS

- **Qualities:** Highly Organized | Responsive | Excellent Time Management | Quick Learner | Problem Solver | Challenge-Seeker | Non-Destructive Workflow | Servant Leader

- **Expertise:** UI/UX Design | Web Design | Mobile Application Design | Brand Style Consistency | Storyboarding | Wire Frames | Logo Design | Visual Communication | Rapid Prototyping

EXPERIENCE

Citigroup Inc, Irving TX - Senior UI/UX Designer

Jul 2019 - Present

- Gather and evaluate client requirements in collaboration with the Account Manager, Stakeholders, and Development team.

- Illustrate design concepts using wireframes, storyboards, user flows, high fidelity designs, and active prototypes.

- Develop UI mockups and prototypes that clearly illustrate how applications appear and function.

- Identify and troubleshoot UX problems and conduct layout adjustments based on user feedback.

- Adhere to and create style guides to maintain consistency and brand identity.

Bioworld Merchandising, Irving TX - Senior UI/UX Designer

Feb 2019 - Jul 2019

- Illustrated intuitive user-centered design ideas through wireframes, process flows, sitemaps, and interactive prototypes, in collaboration with the design team and stakeholders.

- Partnered with the development team, turning marketing objectives into compelling experiences across websites, display advertisements, email, and social media.

- Demonstrated dynamic, fast mobile-first thinking and problem-solving skills enabling quick turnaround of mobile apps and wearable devices.

- Conducted research analysis of user needs, considering market trends, customer feedback, and usability findings to develop appropriate design solutions.

Four Story Creative, Waxahachie TX - Art Director / Senior UI/UX Designer

Jul 2012 - Feb 2019

- Established the overall look and feel of each project creating conceptual campaigns, UI mockups, style guides, and wireframes to acquire new clients and cultivate recurring accounts.

- Managed design team translating art direction from the client ensuring that products adhere to branding guidelines, staying within time and budget constraints, exceeding expectations.

- Introduced and assisted cross-functional teams in transitioning to iterative methodologies (Scrum and Kanban) through Agile software development, increasing self-organization, maximizing efficiency, lowering production costs, and reducing waste with non-productive workflow.

- Responsible for creating low and high-fidelity illustrations, logos, web designs, marketing campaigns, concept art, and print media.

- Reduced production costs by instituting a streamlined 3D production pipeline taking initial concept design to finalized in-game asset creation.

Lifeline Studios, Waxahachie TX - 3D Generalist / UI/UX Designer

July 2010 - July 2012

- Created custom Graphic User Interface (GUI), 2D and 3D characters, props, and environment art in various art styles successfully releasing multiple mobile applications, websites, interactive books, and PC games.

- Collaborated with the design team, development team, and project leaders to maintain a clear and concise direction, complying with standards and specifications.

- Utilized problem-solving, critical thinking, and innovative workflow to troubleshoot and push software past its limits to exceed standards and stay under budget.

EDUCATION

The Art Institutes, Dallas TX

Bachelor of Fine Arts in Media Arts & Animation, *Sep 2011*