

# Tony Dawson – Senior Product Designer

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## SUMMARY

Senior Product Designer with 14+ years of experience designing and scaling consumer subscription platforms across web and mobile. Specialized in design systems, commerce-adjacent UX, and scalable platform patterns that balance user needs, business goals, and technical constraints.

## CORE SKILLS

- **Product Design & Strategy** · UX/UI Design · Design Systems & Platform UX · Commerce UX
- **Scalable component libraries** · Pattern governance · Accessible design · Lifecycle optimization
- **High-fidelity prototyping** · A/B testing · Stakeholder alignment · Figma expertise

## EXPERIENCE

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

- Led end-to-end UI design for a consumer-facing product across onboarding, engagement, and account states
- Defined and scaled a platform-level UI system used as a single source of truth across teams
- Used prototypes and clear design rationale to align product and engineering partners
- Contributed to measurable lifecycle impact, including +148% Week 1 retention and +266% sessions per user

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

- Owned UX/UI and visual systems, including UI design for multiple games, across a subscription-based web and mobile platform supporting 400K+ downloads and 50K+ subscriptions.
- Received the "2022 MVP Award" for exceptional performance; built and maintained a scalable design system, delivering 100+ production-ready UI solutions and improving design-to-code accuracy by ~80%.
- Designed commerce and lifecycle flows, including onboarding, plan selection, account management, and content discovery.

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

- Awarded the "Transformation Spotlight" Recognition for UI enhancements, designing a new Forecast Results Viewer that was 3X faster and required 2-3 fewer user clicks per action.
- Improved workflow efficiency and closed a potential control risk with a simplified interface that became a platform-wide foundation for UX standards.

**BioWorld Merchandising** — UX/UI Designer — Feb 2019 – Jul 2019

**Four Story Creative** — Art Director, UX/UI Designer — Jul 2010 – Feb 2019

## EDUCATION

Bachelor of Arts (B.A.) in Media Arts & Animation — Art Institute of Dallas, Dallas, TX