Tom Columbus
Product Designer

http://tc02.net

linkedin.com/in/tom-columbus-89075a9

tomcolumbus@gmail.com

Cell : 623-826-0853

Industry Knowledge

Product Design & Strategy

User Research

Information Architecture

Wireframing

Interaction Design

Rapid Prototyping

Responsive Design

UI & Visual Design

Software Proficiency

Sketch

Photoshop

Illustrator

After Effects

Framer JS + X

Invision

Zeplin

Scripting Knowledge

HTML

CSS

jQuery

Bootstrap

Other Skills

Illustration

Animation

Experience

Teague / Sr. Interaction Designer *(Contract)*

Mar 2019 - Aug 2019

Teague is a full-service design and innovation consultancy specializing in physical and digital product, service and experience design solutions.

- Performed design and product strategy for innovative digital components of autonomous and electric vehicles.
- Interactions and visual design across multiple touchpoints.
- Developed prototypes for user testing and engineering guides.
- Created animations and illustrations for presentations, news articles, and infographics.

Google / Sr. Interaction Designer

May 2017 - Dec 2019, UX Designer in Measurement & Attribution

I worked as the UX Interaction Designer for a TV and internet research program called Google Opinion Rewards – Audience Measure

- Evaluated and redesigned the product strategy for the "end to end" experience.
- Interactions and visual design across multiple product touchpoints: Direct Mail, Packaging, Website, Mobile applications (iOS & Android), Browser Extension, Router, and TV Meter.
- Developed prototypes for user testing and engineering guides.
- Provided design direction and collaboration with outside agencies to facilitate additional product needs.
- Created animations and illustrations to facilitate user on-boarding.

BlinkUX / Sr. Interaction Designer

Apr 2015 - May 2017

BlinkUX is a user experience research and design firm specializing in digital products. I worked as a Sr. Interaction Designer consulting, justifying design decisions and presenting to clients on a regular basis.

- Scoped project engagement and deliverables by evaluating clients' functional and business requirements.
- Evaluated the usability of clients' existing systems and perform competitive analysis to leverage industry learnings and expectations.
- Provided continuity and rationality to users' interactions through interaction design, information architecture, system vocabulary, task flows, workflows, navigation systems, and prototypes.
- Developed prototypes for user testing and engineering guides.
- Documented screen-level interactions for engineers to implement.

Tom Columbus
Product Designer

http://tc02.net
linkedin.com/in/tom-columbus-89075a9

tomcolumbus@gmail.com

Cell : 623-826-0853

Experience Continued

Vertafore / Sr. Interaction Designer

Mar 2014 - Apr 2015

Vertafore is a top provider of software for the insurance industry. I worked as the lead UX Designer for their ImageRight product. I led the transition of the product from a desktop installation into a mobile tablet and web application with full integration into their SaaS Platform.

- Estimated the Interaction Design effort required for project success.
- Demonstrated concepts and interactions by producing interactive prototypes.
- Conducted user testing and research.
- Partnered with product and business teams in research & requirements gathering to support product strategies, competitive analysis, user profiles, scenarios and other research.
- Created multi-phase, multi-user, multi-channel customer journeys and ecosystem diagrams.
- Created a user interface style guide for a suite of integrated products.

Pearson North America / Sr. Interaction Designer

Jun 2014 - Mar 2014

Pearson is the global leader in educational technology, providing scientific, research-based print and digital programs to help students of all ages and backgrounds.

- Managed a group of 3 UX Designers, providing guidance and goal setting for career growth.
- Led the concept and design of the user experience for several products in Pearson K-12 & Higher Ed U.S. & Canadian Markets.
- Demonstrated concepts and UX flow through prototyping.
- Designed interfaces, illustrations, and animations for educational software and mobile applications.
- Animated and designed interactive games to reinforce lesson-specific concepts.

Education

University of Advancing Technology / Bachelors Degree

2004 Bachelors, Multimedia with emphasis on Digital Animation Production

Honors

2016 SXSW Host / Interactive Workshop

Co-hosted an interactive workshop at SXSW that offered an in-depth, hands-on education and research study on the phenomenon of ASMR.

http://schedule.sxsw.com/2016/events/event_PP47070