

TONY PETERSON

topgraphicdesignstudio.com

USER EXPERIENCE DESIGN PROFESSIONAL

Strategic and innovative leader with 12+ years of experience envisioning and executing transformative user experiences for global brands. Recognized expert in UX/UI design thinking, prototyping, and user research methodologies. Adept at guiding cross-functional teams through ambiguity to collaboratively define product visions and omni-channel strategies that delight customers.

PROFESSIONAL EXPERIENCE

Microsoft (Redmond, WA)

Lead UX/UI Prototyper (2018 - 2023)

- Pioneered vision and UI design for revolutionary 3D ecommerce platform, enhancing customer shopping journeys.
- Spearheaded cross-team collaboration to reinvent customer web experiences, increasing engagement 35%.
- Facilitated design thinking workshops to align stakeholders and translate product strategy into intuitive prototypes.
- Mentored team of designers and advocated for user-centered methodologies across product development cycles.

TOP Graphic Design Studio (Seattle, WA)

Freelance UX/UI Designer (2008 - 2024)

- Partnered with clients to conduct user research, journey mapping, and develop compelling omni-channel brand experiences.
- Created high-fidelity prototypes and design systems to communicate and test innovative product visions.

Microsoft (Redmond, WA)

UX Designer & Researcher (2012 - 2017)

- Led UX vision and design system unification for microsoft.com ecosystem spanning Office, Skype, Xbox and more.
- Conducted heuristic analysis, tree testing and usability studies to inform intuitive product design decisions.
- Facilitated design sprints and ideation sessions to explore transformative customer experience opportunities.

SKILLS

Design: Figma, Adobe XD, Photoshop, Illustrator, InDesign, Premiere, After Effects, Blender

Prototyping: HTML, CSS, JavaScript, React, Vue.js, Git, VSCode, npm, Jekyll, Sass, jQuery

User Research: Usability Testing, A/B Testing, Ethnography, Personas, Surveys

Collaboration: Agile/Scrum, Jira, Confluence, Slack, Project management