



TONY PETERSON

topgraphicdesignstudio.com

Seattle WA 98117

EXPERIENCE

Key strengths

ADAPTABILITY

Flexibility, calm under pressure, resourcefulness, customer-focused

COMMAND

Natural leadership, decisiveness, clear communication, champion for change

IDEATION

Creative thinker, diverse perspectives, entrepreneurial spirit, quick learner

INPUT

Information gatherer, thoroughness, versatile, sharing knowledge

Skills / tools / stack

Front-end Development and Prototyping

HTML, CSS, Javascript, PHP, React, Jekyll, Grunt, Git, Lua, VSC, NPM, Sass, jQuery, Lighthouse, WordPress, Trello, Slack, Basecamp

UX/UI Design

Figma, Photoshop, Illustrator, In-Design, Adobe XD, AEM, Adobe Premiere, After Effects

Web VR

Babylon, A-Frame, Model-viewer

3D Modeling and Animation

Blender, Unity

2018+

UX PROTOTYPER

Microsoft, Redmond WA

Pioneered the UI design and crafted a functional prototype for Microsoft Store's inaugural 3D ecommerce platform, enhancing the online shopping experience with immersive visuals and interactions.

Revamped the customer-facing chat widget across various web properties, aligning it with modern design standards, improving user engagement, and elevating the overall user experience.

Designed and developed branding elements, including the logo for Microsoft Complete, establishing a cohesive and recognizable identity for the product.

Engineered interactive tools to facilitate user testing and gather feedback for the Microsoft Web Framework, contributing to iterative improvements and user-centered development.

Conceptualized and executed the conference theme for DES 2020, encompassing the creation of compelling signage, impactful presentations, and engaging digital assets, ensuring a cohesive and memorable event experience.

2017-18

EXECUTIVE PASTOR OF CREATIVE ARTS

Great Lakes Church, Kenosha WI

DIRECTIONAL LEADERSHIP TEAM AND PRODUCTION

Played an integral role on the executive team, actively contributing to the formulation of strategic plans for the personal development of 66 volunteers. This encompassed providing one-on-one mentoring, coaching, and tailoring team management tools to optimize productivity.

Managed, executed, and oversaw the successful delivery of eight services per week across two campuses, catering to a diverse audience of over 1200 members and numerous guests.

DESIGN AND BRANDING

Demonstrated exceptional productivity by successfully completing over 400 design projects within a span of 14 months. These projects encompassed a wide range of deliverables, including a comprehensive rebrand, compelling video stories, weekly presentation packages, digital and print content, and a comprehensive website redesign.

EXPERIENCE (continued)

2012-17 **LEAD UX DESIGNER**

Microsoft, Redmond WA

During my initial 18 months, I demonstrated a keen eye for design by conceptualizing and crafting compelling web graphics for over 40 marketing campaigns. This period of marketing communication experience laid a solid foundation before my transition to the user experience domain.

As a versatile UX Designer, Prototyper, and Researcher, I played an integral role in shaping the user experiences of various properties across the expansive microsoft.com ecosystem. My contributions extended to projects spanning Skype, Xbox, HoloLens, Office, and Windows, encompassing both homepage initiatives and the enhancement of individual product experiences.

In a leadership capacity, I steered the design system's evolution by spearheading ideation, research, creation, and comprehensive overhauls. My role encompassed driving consistency and excellence in design practices across the organization.

Furthermore, I assumed the mantle of Design Lead within a close-knit team of four, where I actively contributed to the end-to-end process of prototyping, development, testing, and dynamic presentations. This multifaceted role extended to both a web app (Tether) and a video game (Project Mio), underscoring my ability to thrive in diverse project landscapes.

2008-17 **FREELANCE DESIGNER**

TOP Graphic Design Studio, Seattle WA

Collaborated with a diverse client base, spanning attorneys, business school professors, graduate schools, and training companies, to deliver a spectrum of creative solutions. This encompassed the development of compelling commercials, website design, music albums, corporate identity branding, and the production of engaging marketing and training videos.

2007-12 **CHURCH AND MINISTRY WORK**

Timberlake, Great Lakes Church, EastLake Community Church

PRODUCTION / ART DIRECTOR

Oversaw a dynamic creative team comprising 10 skilled staff members across diverse disciplines encompassing technology, music, video, live production, graphic design, and web development.

WORSHIP PASTOR

Conducted rigorous auditions and provided leadership for a dedicated team responsible for guiding the congregation through uplifting musical worship experiences.

CREATIVE / COMMUNICATIONS DIRECTOR

Helmed the comprehensive spectrum of graphic elements within services and marketing efforts, spanning presentations, web design, print materials, and video content. Additionally, I spearheaded the recruitment, training, and leadership of a substantial team of dedicated volunteers.

2006-07 **WEB DEVELOPMENT ASSISTANT**

Link Conference Service, WA

Played a pivotal role in the design, development, and continuous maintenance of the company's website infrastructure, encompassing both public-facing and internal platforms. Employed an array of industry-standard tools and technologies, including Flash, Dreamweaver, Photoshop, Microsoft .NET, and SQL, to deliver an engaging and functional online presence.

Fun facts

INTP

Introvert by day. Extrovert on stage.

Indie Game Dev

Builder of games for Playdate and Pico-8.

Destroyer of Super Mario 3

1991 Seattle Nintendo Gaming Expo Finalist.

Podcaster

Host of four seasons of the #staymarried podcast.

Encourager of Adventures and Dreams

Wrangling and inspiring my three children.

Lifelong Musician

Piano, guitar, bass, drums, you name it I can play it. (or will try really hard)

Home Chef Extraordinaire

Let me cook for you. I do a mean surf 'n turf paella.

'Toad the Tenor' in Edmonds' own Soundsation

Jazz Ensemble from '96 - '99

Lead guitarist of Counterfist

Seattle rock band from '99 - '07

Aspiring Geek

*Achievements unlocked:
Dungeons & Dragons DM
Custom PC Builder
Seasonal Bushy Beard
Retro game hoarder
Star Wars, Harry Potter, Lord of The Rings, Dune, Narnia, Ghibli fanboy*