

CONTACT

| **NAME** Tony Molinero | **LOCATION** San Francisco, CA | **PHONE** (415) 505-3782
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EXPERIENCE

- 05.08 – Present **SENIOR UX DESIGNER AND STRATEGIST** at *Ozone Online* | San Francisco, CA
- Develop site maps, wireframes, task flows, functional requirement documentation.
 - Held the vision for the site as a whole, and lead the development of navigation, flow, and wireframe layouts.
 - Applied user-centered design methods to translate user needs and business requirements into an engaging user experience while being considerate of technical, design, financial or time constraints.
 - Managed in-house and contract UI/UX/IA staff to ensure all work is delivered on strategy, on-time and on-budget.
 - Worked with team (business strategists, project managers, technologists, visual designers, clients, etc.) to develop the business and functional requirements for the project.
 - Gave input to develop visual languages for websites that helped seamlessly blend features and functionality with the client's brand.
 - Presented UX solutions internally and formally to client in a clear, compelling way.
- 06.07 – 05.08 **SENIOR ART DIRECTOR & INFORMATION ARCHITECT** *Freelance* | SF Bay Area, CA
- Developed strategies and executed on strategies for: e-mail marketing, product line development, advertising, customer relationship building, merchandising, and brand building.
- 02.01 – 01.07 **CREATIVE DIRECTOR & FOUNDING EMPLOYEE** at *Sawhorse Enterprises* | San Francisco, CA
- Developed and executed on strategies for: e-mail marketing, product line development, advertising, customer relationship building, merchandising, and brand building.
 - Managed the creative staff and the department's P&L and budget.
 - Tracked impact of design on several KPIs using multiple data analytics tools.
 - Photographed thousands of product images.
- 05.00 – 07.01 **ART DIRECTOR** at *Lawrence Research Group* | San Francisco, CA
- Designed print and online work that directly lead to increased revenue.
 - Took over product photography, saving the company several thousand dollars.
 - Led a very successful re-branding of the website.
 - Stepped up and filled in the role of creative services director.
- 02.98 – 05.00 **GRAPHIC DESIGNER** at *Gauger & Silva* | San Francisco, CA
- Designed and produced: packaging, advertising, marketing collateral, signage, and websites for the natural foods and real estate development industries.
 - Directed photo shoot for architecture and food packaging.
 - Advised on new technology purchases and implementation.

SKILLS

- **Information architecture:** Personas, Wireframes, Use cases, Task flows, Requirement documentation
- I speak business-speak fluently
- Insightful art direction
- Knowledgeable in technologies used to create websites and applications (HTML, CSS, jQuery, Flash, PHP, SQL, APIs).
- Proficient in tools used to create wireframes, flowcharts, site maps, prototypes, and layout; especially, Adobe Photoshop & InDesign, Visio, OmniGraffle.

EDUCATION

University of Illinois at Urbana-Champaign, *BFA in Graphic design*