

Tony Ip

USER EXPERIENCE DESIGNER

<http://tonyip.com> | tonysip@gmail.com | 206-321-9402

Summary

I have **3+ years of work experience in UX and interaction** design, and **9+ years as digital designer**, art director, and visual designer in both digital and print medium.

Work Experience

The Walt Disney Company Interaction Designer

Sept 2015- August 2017 | Seattle, WA

Designed and delivered world-class immersive user experiences for millions of Disney guests worldwide. Areas of work included creating user flows, prototypes, interactions, usability test plans, accessibility and specs documentations. Involved in A/B testing, app localization, and stakeholder presentations.

Creative Circle Freelance Interaction and Digital Designer

2010- 2014 | Seattle, WA

Worked with a variety of products including mobile and web applications, smart products. Worked closely with developers to bring pixels to life. Created user journeys, wireframes, ui flows, and prototypes during iterative design phase. Planned and conducted various user research for evaluation.

Flair Communications Art Director

2008- 2010 | Chicago, IL

Provided art direction for a group of graphic designers, copywriters, and production artists. Proven ability to handle large and complex marketing campaigns with \$2+ million budgets and 30+ million audiences.

GA Communications Designer

2006- 2007 | San Francisco, CA

Participated in research and ideation. Chosen to work on-site at client corporate headquarters for exceptional client relationship skills.

Orca Creative Group Designer

2005- 2006 | Seattle, WA

Delivered distinctive design solutions for exhibitions, conferences, trade shows, and displays for a variety of businesses. Assisted creative directors in developing marketing and branding strategies.

Education

Master of HCI and Design

University of Washington
2014-2015 | Seattle, WA

Bachelor of Visual Arts

University of Washington
2001-2005 | Seattle, WA

Notable Clients

Nestlé, Lean Cuisine, Dunkin Donuts, Baskin-Robbins, Kmart, NFL, Redbox, Saputo, Safeway, AT&T, Boeing, Starbucks, Cingular, Washington Mutual, Weyerhaeuser, Seattle's Best Coffee, Jones Soda

Tools

Familiar with major design tools and ability to quickly learn new tools.

Origami, Framer, Principle, Invision, Marvel, Sketch, Keynote, Adobe Creative Suites, HTML, CSS, basic Javascript.