

Tony Ip

UX & INTERACTION DESIGNER | AVAILABLE NOW

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SUMMARY

I have **10+ years** of work experience spanning interaction designer, art director, and graphic designer. I am team-oriented, and work well within cross-functional teams. I recently graduated with a **Master in Human-Computer Interaction** from the University of Washington.

WORK EXPERIENCE

INTERACTION & VISUAL DESIGNER, ART DIRECTOR, FREELANCE

Notable clients include Nestlé, Lean Cuisine, MightyCall, Soy Connection, and MSLGroup. Startup attempts include Minigraphs, Grocerate, and Tamago.
Seattle, WA 2003-Present

Worked with a variety of products including mobile and web applications, smart product, interfaces, pitch decks and printed materials. Worked closely with developers to bring pixels to life. Maintained long-term relationships with clients, developed client management skills and budgeting abilities.

ART DIRECTOR, FLAIR COMMUNICATIONS/MARKETING DRIVE

Chicago's award winning marketing agency, recognized as one of America's Top Ten Creative Environments. 30+ employees.
Chicago, IL 2008-2010

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. Directed videography and photography sessions for advertisements.

DESIGNER, GA COMMUNICATIONS/PURERED MARKETING

Marketing and Advertising agency with 300+ employees and 11 full-service offices around the country. Served 89% of Safeway Inc. advertising needs.
San Francisco, CA 2006-2007

Successfully completed 30+ advertising campaigns in a 3-shift, fast turn-around work environment. Participated in conceptualization and brainstorming sessions. Chosen to work on-site at client corporate headquarters for exceptional client relationship skills.

DESIGNER, ORCA CREATIVE GROUP

Advertising agency specialized in trade show exhibits, digital media, business interior, and design. 30+ employees.
Seattle, WA 2005-2006

Delivered distinctive graphic solutions for exhibitions, conferences, trade shows, and displays for a variety of businesses. Assisted creative directors in developing marketing and branding strategies. Maintained print production and press approvals.

EDUCATION

University of Washington

Seattle, WA 2014-2015
Master of HCI and Design (MHCI+D)

University of Washington

Seattle, WA 2001-2005
B.A. Interdisciplinary Visual Arts

NOTABLE CLIENTS

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

RECOGNITIONS

2015 Hackster.io 1st Place Winner

1st place out of 21 teams, Hardware Weekend Hackathon

2015 Shobe Startup Prize Finalist

1 of the 6 finalists out of 32 entries

2013 Professional Volunteer Award

10 years of creative services for The Seattle Chinese Chamber of Commerce

2004, 2005, 2014 & 2015 UW Dean's List

Honor list for 4 consecutive quarters

TOOLS

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

InDesign, Illustrator, Photoshop, Sketch, OmniGraffle, Balsamiq, Keynote, iMovie, HTML, CSS, basic javascript, Invision, Marvel, Pixate, Origami.