Tony Ip

USER EXPERIENCE DESIGNER

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Summary

I have **4+ 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

Zipwhip Senior UX Designer

2017-Present | Seattle, WA

Completed full mobile app design for estimation, exploration, usability studies, ixd documentation, redlines, from high-level strategic approaches to deep dive in detail UI and interactions. Promoted new design documentation standards to better communicate with cross functional teams, encouraged team building opportunities.

Disney Parks and Resorts Digital Interaction Designer

2015-2017 | 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.

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

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