

# COLIN TOOMEY

Principal Product Designer

✉ designercolin@gmail.com

☎ (510)-734-9494

🌐 www.designercolin.com

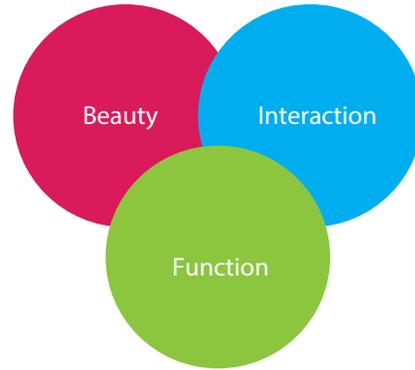
## ABOUT ME

Principal product designer with over 12 years experience in desktop and mobile design. Design has been a passion for me since 1996. I don't just make things that look good. I make things that are beautiful, easy to use, persuasive, relevant to the customer and fit in the business environment.

## SKILLS

Adobe Photoshop	●●●●●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●●●●●
Adobe InDesign	●●●●●●●●●●●●●●
Sketch	●●●●●●●●●●●●●●
Adobe After Effects	●●●●●●●●●●●●●●
HTML & CSS3	●●●●●●●●●●●●●●
Javascript	●●●●●●●●●●●●●●
PHP	●●●●●●●●●●●●●●

## MY DESIGN APPROACH:



## PROFICIENCY

- ✍ User Interface Design
- ✂ Composition
- 🖥 Responsive Web Design
- 👤 Creative Direction
- 🕒 Product Design
- 👁 Color Theory
- 📱 Mobile App Design
- 📄 Wireframing

## EDUCATION

- Spring 2006 **Masters of Fine Arts in New Media Design**  
Academy Art University - San Francisco, CA
- Spring 2004 **Bachelor of Science in Graphic Design**  
Mount Ida College - Newton, MA

## RECENT EXPERIENCE

- Peerlyst  
2015 - 2016 **Lead UX Designer in San Francisco, CA**  
Redesigned from the ground up a new version of the social network that involved not just visual redesign but also thinking things logically and improving the overall experience. As the lead designer i was in charge of creating all style guides, email campaign designs, and focusing on ways to monetize while also creating a greate experience for the user.
- AT&T - Big Data  
2012 - 2015 **Lead UX Designer in San Francisco, CA**  
Worked on various web/mobile ui/ux design and product development through data visualization. The intuitive interfaces created helped helped both internal teams and external clients show the use of how big data can be visualized. As the lead designer i was involved in strategy and concepts project management and engineering.
- San Francisco State  
2012 - 2014 **Adjunct Professor in San Francisco, CA**  
Taught students about mobile user experience design and mobile first approach. I Successfully helped students distinguish the difference between UI and UX specifically within a mobile environment.
- Cisco  
2010 - 2012 **Sr. UI Designer in San Jose, CA**  
I helped solve design problems from the visual end while making products more engaging for the user. I Was the visual leader for various product teams, Keeping intranet up to date with visual specs, and Designing high fidelity prototypes, and creating compelling UI's for Cisco's network based products.

## SOFT SKILLS

Proactive, entrepreneur attitude, problem solver, leader, emotional intelligence, left & right brain user, and good organizer

## PASSIONS

