

Tony DeSylva, Product Designer, User Experience Expert

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Quotient (QUOT): Senior Product Designer - 2/13 – 3/17

Senior product designer for Quotient's consumer facing print and digital paperless coupon experience found on Coupons.com, Coupons App and partner sites running on the Retailer iQ platform. Over 30% of U.S. households have used the products that my team designed.

As senior product designer my main purpose is to be an advocate for users while balancing the various business goals of the company and their partners. I've lead and participated in various brain storm and whiteboard sessions with the purpose of forming a hypothesis solving a given problem. Qualitative research. followed by quantitative testing (A/B and Multivariate testing) of launched products varified our efforts.

In 2016 Quotient hit a record of 2.4 billion clipped coupons – equivalent to 4,653 coupon activations a minute. Digital paperless transactions for the year grew 92% over 2015, representing 68% of all transactions in 2016. The number of shoppers registered to programs powered by Retailer iQ increased to approximately 40 million.

PlumDistrict: Senior UI Designer - 5/11 – 11/12

As the Senior UI Designer my primary duty is to create easy to use, compelling interfaces for Plum District daily emails, main, mobile and partner sites.

Secondary duties include the merging of design and back-end code with the goal of creating a lightweight easy to maintain front-end framework. I also played an integral role in testing emails and landing page effectiveness.

CardPlayer Media: UI Developer, Project Manager 6/07 - 2/11

Primary duties included taking Photoshop comps and turning them into pixel perfect cross-browser friendly reality for CardPlayer Media's family of Ruby on Rails websites utilizing HTML, (HAML), CSS, (SASS), JavaScript, JQuery; (www.cardplayer.com, and www.jetsetway.com)

Secondary duties included planning and implementing SEO, improving SpadeClub conversion rates utilizing Google Website Optimizer and Google Analytics. I also wrote specs, wire framed new sites and site features with OmniGraffle (VISIO).

DeSylva DeSign: Product Design Consultant - On going

Temporary product consulting for start-up to mid-sized companies.

Notables:

- 2015 Hackthon runner up
- SEO Training (Search Engine Optimization)
- 2004 Webby Design Award
- Bachelor of Arts; Western Washington University

User Experience

Qualitative & Quantitative Research
Taxonomy Creation
User Flows

User Interface Design

Wire Frames
User & Interaction Guides
Requirements Documentation

Development

HTML / HAML
CSS / SAAS
jQuery
Rails

Web Technologies

GIT
Assembla
Pivotal Tracker
BaseCamp
Smart Sheet
JIRA
Google Adwords
Google Analytics
Google Applications

Applications

Sketch
Photoshop
Illustrator
Dreamweaver
Axure
OmniGraffle
Atomic
Coda
Microsoft Office Suite

Work Skills

SCRUM Project Management
Product Development
Marketing Research
Group Presentations
Customer Service