



Tomiya Jones

Product Designer

ABOUT ME

I am a product designer with 6+ years of experience in graphic & motion design. I have had the opportunity to work with a range of clients from startups to enterprise companies. I've always adapted quickly to meet the needs of the teams and businesses I've worked with to expand their creative capabilities.

INFO

PORTFOLIO

tomiyajones.xyz

LINKEDIN

linkedin.com/in/tomiya

EMAIL

tomiyajones@gmail.com

SKILLS

Interaction Design	Agile
UX Strategy	User Flows
Information Architecture	Wireframes
Usability Testing	Motion Graphics
User Interviews	HTML/CSS
Heuristic Analysis	Illustration
Interactive prototypes	Copywriting

TOOLS

Figma	After Effects	Blender
Marvel App	Premiere Pro	Adobe XD
Sketch	Photoshop	Illustrator

EDUCATION

SPRINGBOARD UX DESIGN COURSE

June 2022 - Dec 2022

350+ hour intensive course in UI/UX methodologies and technologies.

UNIVERSITY OF SOUTH FLORIDA

Aug 2014 - Dec 2016

Bachelors in Creative Advertising
Zimmerman Advertising Program

ST. PETERSBURG COLLEGE, ASSOCIATE OF ARTS DEGREE

Aug 2014 - Dec 2016

Early College Program that allowed me to graduate high school with my Associate of Arts Degree

FUN FACTS

- I've built my own PCs for over 15 years
- I used to live in Japan during the summers as a kid
- Monty Python and the Holy Grail is my favorite movie

UX EXPERIENCE

MOOD - Dating App

Nov. 2022 - Dec. 2022

- Worked on a startup accelerator team where I helped lead creative calls, defined user flows, created key screens and shaped the app's look and feel for the MOOD app
- The prototype I helped create was selected by MOOD to use going further into their development

Spotly - Remote Work Spot App

Oct. 2022

- Conducted a modified Google Ventures Design Sprint over 5 days to explore a solution for the design brief posed by Spotly
- Identified pain points in the user experience, mapped out user flows, conducted competitive research, created a rapid prototype, conducted usability testing to validate solution, and reiterated

PC FORGE - PC Build Guide App

June 2022 - Sept. 2022

- Independantly developed a guide app aimed to empower first time PC builders
- Conducted secondary research and user interviews, synthesized research, and created an affinity map, empathy map, a persona, and user stories to inform the ideation and design process
- Designed a sitemap, user flows, sketches, wireframes, wireflows, low fidelity mock-up, and high fidelity app prototype
- Conducted usability testing at multiple points during the design process to validate and iterate upon solutions

DESIGN EXPERIENCE

LEAD DESIGNER, FABRIC

Feb 2022 - May 2022

Remote, Web 3

- Lead graphic design efforts to revamp existing branding to be consistent across all marketing and communication channels
- Created imagery and videos to hype the protocol's launch and inform users on the complexities of the app

SENIOR DESIGNER, New Engen

July 2019 - Nov 2021

Seattle, Washington

- Created paid digital creative for brands such as: The Men's Wearhouse, Jos. A. Bank, BET+, Momofuku, Lifestyles and Native Shoes
- Worked in a Agile environment, using in-house tools to analyze data and make informed decisions on how to evolve and iterate upon creative efforts effectively to increase KPIs for clients
- Consulted clients on best practices, trends and helped them expand the creative boundaries for their brands

INTERACTIVE DESIGNER, PP+K

May 2016 - March 2019

Tampa, Florida

- Started as an intern in art direction & social media content roles, was hired upon graduating, where I worked my way up from a junior content producer to an interactive designer role
- Responsible for end-to-end creative process of organic and paid content brands such as: The Florida Lottery, Metro Diner, Ashley Furniture, Pinch-a-Penny and more
- I collaborated to produce ideas & creative to pitch to new businesses