

## Tommy Feeney

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### Professional Profile:

Principal UI/UX Designer with hands-on experience managing and defining the User Experience from concept to completion. Combining intelligent innovative design with intuitive User Experience methodologies to drive customer engagement and satisfaction.

### Technical Expertise:

UI/UX Tools: Sketch, Adobe Creative Suite, InVision, Flinto, ProtoPie, Sketch & Zeplin.

Design Processes/Thinking: Design Thinking (Stanford), Google Material Design methodologies, Human-computer interaction (HCI) & User Experience Design Process.

Front-End Development: HTML5, CSS3, Javascript, AngularJS & React.js.

### Professional Experience:

Apple, August 2018 - Dec 2018

Senior UI/UX Designer Maps Evaluation Team (Contractor)

- Partnered with UI developers, data scientists, and subject matter experts to define, implement and measure actionable metrics to help improve the quality of services, data, and UI with human judgments and A/B testing.
- Developed User flows, wireframes & high fidelity comps based on project requirements & user research.
- Lead weekly design meetings, UI/UX guidelines discussions & Style Guide reviews.

PRGX, July 2017 – July 2018

Principal UI/UX Designer (Contractor)

- Collaborated with product owners to improve existing features, develop new feature sets & improve the overall User Experience of existing products.
- Provided high-fidelity visual comps, wireframes, interactive prototypes & design specs to the development team.
- Worked with cross-functional teams to gather customer data & project requirements.

Tavant Technologies, September 2016 – April 2017

Principal UI/UX Designer Client Services (Contractor)

- Worked in concert with clients as well as key stakeholders to improve customer engagement.
- Created a custom UX Design Process based on clients needs along with customer & industry research.
- Created Information Architecture (IA), wireframes, high-fidelity visual comps & interactive mock-ups (InVision) with associated specs for development team across a responsive design experience.
- Designed comps for Stearn's B2B & B2C (Consumer Direct & M\_LO) applications (Android & iOS).
- Represented the customer's points of view in discussions of new product features & overall product strategy.

Simplee, February 2016 - September 2016

Principle UI/UX Designer for Simplee's Product development team

- Worked collaboratively with Product owners to provide new & updated features for Simplee's B2B & B2C products.
- Implemented User Research of existing product features to gather user feedback.
- Provided a full suite of design comps to the development team, including Wireframes, high fidelity comps with annotation & InvisionApp demos.

eBay, August 2015 – February 2016

Senior UI/UX Designer for eBay Inc.'s Office of the CIO (Contractor)

- Worked closely with Product Managers to improve User Experience while also driving eBay's corporate values.
- Designed eBay's "You Just Made My Day" site.
- Created wireframes, high-fidelity comps & interaction designs for both Desktop & Mobile devices.

HotWire, March 2015 – August 2015

Senior UI/UX Designer for HotWire's Optimization team (Contractor)

- Worked with product owners to improve existing features & help improve the customer experience while also increasing PR (Purchase Rates).
- Responsible for designing high-fidelity visual comps, wireframes & interactive prototypes with associated specs across a responsive design experience (Desktop, Tablet & Mobile devices).
- Represented customers viewpoint in discussions of new product features & overall product strategy.

- Coordinated with the User Research team to develop & test comps used for User Research.

Hewlett-Packard, September 2013 - November 2014

Lead UX Designer for HP's Identity Management mobile web application (Contractor)

- Tasked with creating & designing a User Interface for HP's Identity Management (SASS) application.
- Provided UX Design & UI Development of mobile first responsive templates.
- Worked with cross-functional teams to gather customer data & project requirements.

PayPal Inc. (eBay Inc.) November 2012 - July 2013

Senior UI/UX Designer, team lead for PayPal Here's eReceipts mobile web application

- Responsible for UX Design & front end UI Development of the eReceipts mobile-first responsive templates.
- Worked with Product Managers to gather consumer data & project requirements.
- Managed & provided weekly measurable goals for the eReceipts UI team.

X.commerce (eBay Inc.) July 2010 - November 2012

Lead UI/UX Designer for PayPal's Developer API website X.commerce

- Created wireframes, mockups, prototypes & templates for various aspect of [X.com](#).
- Responsible for designing & developing new features for X.commerce as well as enhancing existing features.
- Helped port X.com into Drupal (CMS), created new layouts, themes & CSS.
- Worked with cross-functional teams to gather consumer data & various project requirements.

Avid, January 2008 - June 2010

UI/UX Designer (Contractor)

- Provided UX Design guidance for Avid.com's customer B2C websites.
- Implemented UI/UX design for Pinnaclesys.com & Videospin.com.
- Created User flows, wireframes & final design comps.

Yahoo! December 2006 - December 2008

Technical Specialist

- Provided coding and analytical support for Yahoo's Ad Ops teams.

Independent Consultant, May 2004 - December 2006

Client List:

Yahoo  
Cisco  
Charles Schwab  
FileMaker  
EVB  
Aquila Partners  
Majestic Insurance

Accomplishments

Created design prototypes for Yahoo's Mobile 1.0 platform  
Helped to design & develop Partner Portal sites for Cisco key business partners  
Worked with key stake holders during the design phase for Charles Schwab's "Talk to Chuck" campaign  
Launched a redesign of FileMaker's Advocates User Forum: [Filemaker.com/K12\\_Advocates\\_Forum.html](#)  
Worked with EVB's design team to help create & launch a complete redesign of [LeapFrog.com](#)  
Designed & developed Aquilo Partners website: [AquilaPartners.com](#)  
Worked closely with Majestic's development team to redesign their B2C website: [MajesticInsurance.com](#)

Education:

Bachelor of Science, Masters Institute, San Jose, CA - 1999

Certificates:

Human Factors International: The Science & Art of Effective Web & Application Design.

Flash ActionScript, ColdFusion & Dreamweaver: Cyber-Training.

SQL: Cyber-Training.

Military Service:

United States Marine Corp – Reserves (Honorable Discharge) 1990-1996

Field Radio Operator 23rd Marines 4th Marine Division

References upon request