Tom Feeney

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Professional Profile

Experienced Senior UI/UX Designer with a passion for crafting intuitive and engaging user experiences. Over the years, I've honed my skills in leading design initiatives that prioritize user satisfaction and clarity. My approach involves collaborating closely with cross-functional teams to define and refine concepts, ensuring seamless interaction across various platforms and applications. With a keen eye for detail and a strategic mindset, I strive to deliver impactful design solutions that resonate with users and drive business success.

Professional Expertise

UI/UX Design Tools

- Adobe Suite
- Axure
- Balsamic
- Figma
- Overflow
- Proto.io
- InVision
- Sketch

Design Methodologies

- Competitive & User Research
- Product Design Strategy
- Stanford Design Thinking
- User-Centered Design (UCD)

Professional Experience

Audi, Feb 2022 - Aug 2023
Senior ADAS HMI UI/UX Concept Designer (Contractor)
- Lead HMI Concept Designer, responsible for designing and testing new concepts for Audi's Advanced Driver Assistance Systems (ADAS)
- Participated in Real Drive Studies to test design concepts aimed at helping drivers understand their responsibilities under various autonomous driving scenarios
- Created detailed Driver Flows to show each stage of the display under day to day driving conditions

Tesla, June 2019 - Aug 2021
Senior UI/UX Designer Tesla Enterprise Team
- Led the UX design efforts for Tesla Fleet Management and Tesla Grid
- Partnered with product leads to create the Fleet Management admin portal
- Facilitated weekly design meetings with the Enterprise team to fostering a culture of collaboration and constructive design

- Maintained strict adherence to established guidelines and conducted regular reviews of style guides, ensuring that designs remained finely attuned to user needs and aligned with project objectives

Apple, August 2018 - Dec 2018
Senior UI/UX Designer Maps Evaluation Team (Contractor)
- Spearheaded the design efforts for Apple's Maps Evaluation team
- Partnered with product leads to create a new Survey application
- Created comprehensive user journeys, wireframes, and final designs in Figma
- Conducted user and competitive research initiatives as well as rigorous A/B testing with internal stakeholders

PRGX, July 2017 – July 2018
Principal UI/UX Designer (Contractor)
- Managed design initiatives for PRGX's core customer-facing applications
- Applied user-centric design principles to streamline workflows and resolve pain points for clients
- Delivered high-fidelity visual designs, wireframes, interactive prototypes, and comprehensive design guidelines using Figma, empowering the development team
- Directed cross-functional collaboration efforts to gather crucial customer data and project requirements, ensuring alignment with business objectives and user needs

Tavant Technologies, September 2016 – April 2017
Principal UI/UX Designer, Client Services (Contractor)
- Lead UI/UX Designer for the Stearns Home Loans account
- Designed concepts for Sterns B2B and B2C applications (Consumer Direct & My_LO) spanning Android and iOS platforms
- Mapped out comprehensive information architecture, user journeys, finalized designs, and interactive prototypes
- Managed the design deliverables and conducted user testing to valid design decisions and gather data for future improvements

Simplee, February 2016 - September 2016
Principal UI/UX Designer
- Led the design initiatives for Simplee's B2B & B2C payment products
- Leveraged Adobe XD and InVision to map out the information architecture, user journeys and final designs
- Conducted user research, gathering valuable insights to guide design decisions more effectively
- Conducted A/B testing to evaluate usability and task efficiency

eBay, August 2015 – February 2016
Senior UI/UX Designer for eBay Inc.'s Office of the CIO (Contractor)

- Head Product Designer for "You Just Made My Day!"
- Worked with product managers to redefine the user experience for eBay's HUB
- Directed efforts towards streamlining information flow on main pages and enhancing the overall information architecture to foster a more intuitive user experience
- Crafted user journey maps, wireframes, and new user interfaces to enhance information flow, ensuring a seamless user experience
- Utilized Sketch & InVision to develop user stories, finalize designs, and create interactive demos tailored for both desktop and mobile devices

HotWire, March 2015 – August 2015
Senior UI/UX Designer for HotWire's Optimization Team (Contractor)
- Collaborated with cross-functional teams to enhance Hotwire listings and improve customer purchase rates
- Produced high-fidelity visual compositions, wireframes, and interactive prototypes
- Played a key role in presenting user research findings during discussions on product features and overarching product strategy

Hewlett-Packard, September 2013 - November 2014
Lead UX Designer for HP's Identity Management (Contractor)
- Lead designer for HP's Identity Management (SaaS) application
- Created and optimized the Account Manager store, Login, and Account Creation pages
- Utilized Sketch to create concept designs for new features and created interactive demos for A/B testing purposes
- Conducted user research to understand user needs and preferences, leveraging insights to drive user-centric design solutions

eBay/X.commerce, July 2010 - July 2013
Lead UI/UX Designer
- Directed UI/UX designs for PayPal's eReceipts applications and X.commerce
- Implemented strategic design approaches to define the user interface to mitigate confusion and improve user satisfaction
- Managed weekly goals and objectives for the eReceipts UI team, ensuring alignment with project milestones
- Supervised the delivery of finalized designs and oversaw the front-end UI development of mobile-first responsive templates

Avid, January 2008 - June 2010
UI/UX Designer (Contractor)
- User Experience Designer for Avid Technology's line of multimedia products
- Introduced innovative solutions aimed at minimizing user confusion and enhancing UIs, ultimately boosting user satisfaction
- Authored Avid Technologies first Design Guideline documentation
- Helped design new interfaces and features for Pinnaclesys.com and Videospin.com

- Designed user flows, wireframes, and finalized designs

Education
Masters Institute of Technology, 1996 - 1999 Bachelor of Science, Multimedia

Certificates
Human Factors International: The Science and Art of Effective Web and Application Design

Military Service
Marine Corp Forces Reserve, 1990 - 1996

References upon request