

# Philip Williamson

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## Summary

I am a UX designer who came to experience and interface design from animation and visual design. I've been mentored by engineers and executives, and think in terms of creating end-to-end solutions that align business and technology needs with an engaging and consistent brand experience. I like to make things that work.

- User Research, Flows, Prototypes, Final Assets; Process Design and Documentation; Writing
- Photoshop, Adobe CS, Invision, HTML/CSS, AfterEffects, 3DS Max, PowerBI
- Agile methods; Jama; NetSuite and SCA; Wordpress; Joomla; SugarCRM

## Experience

### Senior UX/UI Designer

Core Brands (ELAN, Furman, Sunfire, etc.)                      Petaluma, CA                      Jun 2012 – Aug 2016

Sole UX designer for a manufacturer of Smart Connected Home and A/V hardware and speakers. I worked on hardware/software hybrids with mobile, web, and touch panel ecosystems. I was a strategic lead and hands-on builder from initial concept to launch, on projects that touched all aspects of the customer experience.

- As the sole UX designer on an agile team, I helped transform an old-school manufacturer into an e-commerce company. From initial specs and design through launch and growth, I worked on every aspect of the B2B Portal, helping it become the main transaction method for the biggest customer segment.
- UX/UI for hardware-connected audio, home control, and power management apps.
- Designed major updates to our home control apps and new multi-room audio control apps.
- Ground-up redesign of customer-facing pricelists, invoices, and transactional emails.
- UX/UI for nine new power management hardware product launches.
- Helped oversee the creation of new brand websites for ELAN and SpeakerCraft.

### Web Designer / UX Designer

Gearbox Studios and Specialty Toys Network                      McMinnville, OR                      Aug 2007 – Jun 2012

A multimedia company which had built an SAAS e-commerce platform for independent toy stores. I worked to expand the business as one of two web designers (the other being a founder of the company), and also worked with the lead programmers to streamline the backend tools. The parent

company had various multimedia design projects, which I helped with when needed, including print, video, and 3D animation.

- Worked with 99 toy stores, understanding their brand and extending it to e-commerce.
- Streamlined backend tools to make it easier to add and edit products.
- Taught tech-averse people to successfully manage their sites and web presence.
- 3D modeling, lighting, and animation for industrial videos.
- Catalog layout and production.

## Freelance Design

Jun 1996 – Jun 2016

The type of freelance work I do has changed over time, from character animation to logo design, illustration, and app design.

- Patch design for outdoor and bicycle enthusiasts.
- Illustration and article-writing for bicycle magazines and blogs.
- I worked with two Android developers to create tablet apps for kids' math and language drills, and an app to calculate your optimum bicycle tire pressure.
- Identity design for local businesses, mostly logos and window signage.
- An award-winning "Currency and Coins" website for the Smithsonian Institution.

## Art Director / User Interface Designer

LifeLike Productions (contracted with Sony SCEA) Sausalito, CA Feb 1998 – Aug 2005

LifeLike made the PlayStation and PlayStation 2 demo discs for Sony (SCEA), for the entire lifecycle of both consoles. Sony discs appeared in the Official PlayStation Magazine (Ziff/Davis Media), kiosks in Toys R Us, Wal-Mart, and Best Buy, and packed in with every console sold. Other publishers such as Eidos, Ubisoft, and Namco hired us to make their demo discs, and to design "front-ends" that added demo and video content to their major titles.

- I designed many interfaces, collaborated on others, and art directed all of the PS2 projects. I was responsible for the work of two other artists, and three programmers, and worked very closely with the President of the company, who was an engineer in her own right.
- We worked simultaneously in Production mode, taking in demos and artwork, dropping them into the interfaces to ship monthly and quarterly, and in Innovation, creating designs and pitching them for the next round of discs.
- We had many short-turnaround (a week or two) projects for clients such as Nickelodeon, Pizza Hut, Universal, and Ubisoft. I designed most of those, working with the lead programmer.
- I created a new company identity, and ensured that everything we sent out looked as good as possible. The more-polished output secured a favorable long-term contract with Sony (SCEA).

## Education

BA	Studio Arts	UC Santa Cruz	1995
AA	Behavioral Science	College of Marin	1990
AA	Art	College of Marin	1990