

# Tony Voorhees

San Francisco

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**Designer • Director • Developer • Baker**

[TonyVoorhees.com](http://TonyVoorhees.com)  
[hello@tonyvoorhees.com](mailto:hello@tonyvoorhees.com)

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## Skills

Thoughtful leadership with hands-on experience, creative direction, visual design, branding, UX research & design (prototyping, wireframes, flow charts, mind maps, personas, usability testing), UI design, design system, front-end development (HTML, CSS, JS), agile development, sprints, Bootstrap, Adobe (Illustrator, Photoshop, InDesign, XD), Sketch, InVision, Figma

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## Experience

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### **Multidisciplinary Designer** - Freelance

Jan. 2007 - Present

Designer with a focus on Creative Direction, Interactive & UI/UX Design.

### **Manager** at Rosalind Bakery

Sep. 2017 - Sep. 2019, 2 years

Developed a well-defined brand, built operations, and onboarded new talent. Within two years, we opened the doors to a 3400 sqft commercial baking facility selling naturally leavened sourdough bread and pastries.

### **Product Designer** at CardCruncher

Oct. 2017 - Oct. 2018, 1 year

Produced an MVP within a few months that won the company's first round of funding. Also created a UX roadmap, designed the UI/pattern library, and prototyped the first app.

### **UI/UX Designer** at FSASore & HSASore

Jan. 2017 - Aug. 2017, 8 months

Bootstrapped two e-commerce platforms by establishing a UX roadmap and guiding principles aligning teams to work more effectively. Led the creative team and collaborated with the dev and product teams on weekly sprints.

### **Creative Director** at DraftKings

July 2014 - Jan. 2016, 1 year 7 month

Led the creative team that supplied assets for native apps, web apps, and nationwide marketing campaigns. Also produced the style guideline for the creative team and provided hands-on direction as an art director.

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## Education

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### **BS Computer Animation** / The Art Institute of Philadelphia

Sep. 1997 - Jan. 2001

\* References upon request, thanks!