

D. Anthony Verdin

Creative Director, UX

Experience

Creative Director, UX

Elephant | October 2016 - Current

Head of UX at Elephant San Francisco. Primarily focused on Apple account including global research projects, business tools, and consumer facing experiences. Responsible for account growth, business development (pitching), strategic approach, interaction design, creative direction, team growth, and culture. Currently managing a team of UX and Product designers. While having a large amount of responsibilities, I still find it important to be hands on and design solutions on projects.

Notable Clients: Apple & Shaw Communications

Associate Experience Director

Huge | February 2013 - October 2016

Lead large accounts designing services and platforms for US and international clients. Projects primarily focused on content platforms, eCommerce, and financial services. Worked collaboratively with other account and project leads across Technology, Client Services, and Strategy to define project / experience vision, goals, principles, opportunities, and ultimately launch experiences. Responsible for account growth, participating in large pitches, UX strategy, interaction design, design process and managing 2-3 interaction designers.

Notable Clients: American Express, Bloomberg, Loblaws, Gucci, & Verifone

Experience Lead

Huge | October 2011 - February 2013

Lead design teams on web, mobile, tablet and responsive projects. Worked with strategy, technology, and visual design to help increase acquisition, purchases, loyalty and launch new products and services.

Contact

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419.344.3638

Skills

Sketch

Illustrator

Photoshop

InDesign

Principle

After Effects

HTML

CSS

Word

Pages

Excel

Sheets

PowerPoint

Keynote

D. Anthony Verdin

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Experience

Interaction Designer II

Frog | January 2009 - October 2011

Was part of interdisciplinary and international teams that identified and solved key information and interaction design problems. Projects primarily focused on product design and smartphone operating systems. Responsible for design concepts, wireframes, user interactions, UI motion, information architecture and client pitches.

Notable clients: Disney, Nokia, & Qualcomm

Design Intern

Active Ingredients | June 2007 - March 2008

Concepts and designs for new and existing web clients.

Education

Bachelors of Science, Digital Design

University of Cincinnati, DAAP | 2004 - 2009