

Tony Voorhees

San Francisco

Designer • Director • Developer • Dad • Baker

voorheestony@gmail.com

TonyVoorhees.com

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

Experience

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.

UX/UI 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.

Education

BS Computer Animation / The Art Institute of Philadelphia

Sep. 1997 - Jan. 2001

* References upon request, thanks!