



# Tory Hobson

User Interface Designer

~~Austin, Texas~~ *DC area hopefully soon!*

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## Overview

I have 10+ years experience in design, and specialize in user interface and interaction design. My creativity, self-motivation, and passion for creating the best possible experience for users, is what matters to me the most.

## Areas of Strength

Expert knowledge of design process and creating deliverables such as wireframes, mockups, prototypes and detailed documentation

Ability to research and understand user needs/business goals and make design decisions accordingly

Gathering feedback from design reviews and usability tests, then refining designs to ensure the best possible experience

Strong people skills with the ability to assume leadership roles in team environments

Effectively collaborates directly with developers to discuss constraints and to ensure the design is implemented correctly

Ability to code and understand HTML & CSS

### Software & Applications

- Sketch
- Photoshop
- Illustrator
- InVision
- Principle
- Pixate
- Sublime Text
- SourceTree
- InDesign

### Qualities

- Passionate
- Friendly
- Easygoing
- Trustworthy
- Funny (at least I think so)
- Collaborative

### References

References available upon request.

## Experience

### NetSpend

April 2012 — Present • Austin, TX • Senior Web Designer

Design lead for NetSpend's Online Account Center

Work closely with marketing to implement brand identity consistently through visual design, iconography, and illustration

Iteratively design features based on user feedback, user tests and site metrics

Create multiple acquisition and marketing sites for brands such as BET, Target and PayPal

Design and implementation of NetSpend's Intranet which allows for the 500+ employees to stay on top of latest business news, upcoming events and more

Work closely with the social media team to create assets for Facebook, Twitter, contests, etc.

## Experience *(cont'd)*

### Genesis Today

April 2011 — April 2012 • Austin, TX • Senior Web Designer

Redesign of genesistoday.com from the ground up for better search engine optimization and to add a better user interface (my design is no longer available online).

Made it possible for several employees, with no technical background, to update the site with ease by adding and customizing a content management system

Create all Facebook pages and artwork to support social media

Create numerous Flash-based JumboTron ads that were featured in Times Square

Design and development of the mobile application Mood Soother for both iOS and Android platforms

Design and development of other Genesis Today-related sites

Produce various print pieces, such as packaging labels, newsletters, sell sheets, etc., for the Genesis Today brand and products

### Qiagen Formerly known as SABiosciences

2009 — 2011 • Gaithersburg, MD • Senior Web Designer

Lead designer and developer, responsible for maintaining and updating the SABiosciences.com website

Designed the award winning GNC Pro, a tool which allows scientists to explore different genes

Involved in setting up social networking strategies and campaigns

Developed the Pathways Central web application, a tool used by Scientists

Developed iPad web application for the Qiagen sales force, resulting in tripling sales leads for numerous equipped salespersons

### Slice Formerly known as R+B Design Firm

2006 — 2009 • Gaithersburg, MD • Designer/Developer

Lead web designer and developer, responsible for all web-based projects that Slice was awarded

Print design and production, including identity packages, logos, advertising, etc.

Notable clients: U.S. Navy, Virginia Tech, Boston University

### The Gazette / Washington Post-Newsweek Media, Inc.

2004 — 2006 | Gaithersburg, MD | Graphic Designer

Designed ads for The Gazette and numerous other publications

Responsible for paginating & layout in many of the sections in The Gazette

Designed web ads for various publications