

## EXPERIENCE

**AppleCare Digital** April 2020 - Present

UX + Product Designer

Lead designer within AppleCare Digital design team. Provides user experience research and strategy, as well as visual and design interaction-- for both internal and customer facing key application platforms in desktop, mobile-web, and mobile-app.

**Interactive Retail** March 2018 - April 2020

Lead Experience Designer

Worked cross-functionally with the Interactive Retail team in Marcom. Responsible for user research and strategical UX solutions for all retail and marketing platforms. Developed and proposed enhanced end-to-end user experience to Product Managers, stakeholders, business and executive level partners.

**Snapfish** January 2015 - March 2018

Lead Product Designer

Product design oversight for Snapfish's mobile and web application. Delivering designs from inception to final product, and continually enhancing the customer experience through research and strategy.

Also responsible in providing UX recommendations to partners like CVS and Walgreens.

**Lift Agency** April 2014 - January 2015

Interactive Designer

On-site designer at HP Snapfish headquarters, embedded within the Marketing team responsible for customer-facing designs. Worked alongside a team of designers, producers and copywriters in developing concepts to final designs.

**Design Agency** February 2012 - July 2012

Attik and Redshift Digital

Worked alongside the creative team @Attik in designing the launch of Scion FR-S. Delivered conceptual designs @Redshift for the Opentable B2B campaign.

## EDUCATION

**Bachelor of Arts (B.A.): Product Design / Visual Communication Design**

San Francisco State University

**User Experience (UX) Design Program**

UC Berkeley Extension

## SKILLSET

**Design**

Whiteboard sketches, Wireframes, Mockups, User Interface Design, Design Systems.

**Research & Strategy**

Information Architecture, Market Research, Site Map and User Flows, Business and Marketing Strategy.

**Tools of the Trade**

Imagination, Sketch, Principle, Figma, Adobe Creative Suite, Adobe XD, InVision, Front-End Coding (HTML, CSS, Javascript).

## PORTFOLIO

[www.philsison.com](http://www.philsison.com)

## CONTACT

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