

PHIL SISON

Lead Experience Designer

philsison.com

EXPERIENCE

Apple, inc. March 2018 - Present

Lead User Experience Designer

Lead UX Designer in Marcom as part of Hero, working with cross-functional teams for Apple Interactive. Responsible for UX research, strategy and delivering experience enhancements in the Apple Online Store, Apple Store App, and In-store experience.

Working alongside talented creative directors, art directors, copywriters, visual designers, producers, and stakeholders to provide the best user experience only Apple can deliver.

Snapfish, LLC January 2015 - March 2018

Product Designer

Product design oversight for Snapfish's mobile and web application. Delivering designs from inception to final product. Iteratively enhancing the customer experience by strategizing and anticipating the needs in both platform.

Providing UX recommendations to partners such as CVS and Walgreens.

Creative Lift April 2014 - January 2015

Senior Web Designer

On-site designer at HP Snapfish headquarters, supporting the Marketing team with high-level designs. Worked alongside a team of designers, project owners and copywriters in developing concepts to final designs.

Duda Mobile July 2012 - March 2014

Interaction Designer

Responsible for all high-level designs including website redesign, UI/UX platform designs, product pages, landing pages, mobile site designs, etc.

Creative Agency April 2012 - July 2012

Attik and Redshift

Worked with the Creative Director in designing the Scion FR-S advertising campaigns such as interactive online banners and direct mails. Developed concept designs for Opentable's B2B site.

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 Prowess

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

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

If There is No Struggle, There is No Progress. -Frederick Douglass