

## EXPERIENCE



Apple

**Product Designer**

Apr 2020 - Present

Lead Designer on the AppleCare Digital team at Apple.

Responsible for outgoing designs for AppleCare Support Channels, both internal and customer-facing key applications. Oversees end to end user experience along with research and strategy. Also helps develop visual design representation within our digital platforms.

**Lead Experience Designer**

Mar 2018 - Apr 2020

Lead Experience Designer, working cross-functionally within the Interactive Retail team in Marcom. Responsible for the user experience across Apple's digital touch points, including apple.com, the Apple Store app, social media platforms, and the interactive, service design experiences within our channel partners and retail stores.

**Lead Product Designer**

Snapfish

Jan 2015 - Mar 2018

Lead Product Designer for the mobile and web applications. Delivered designs from inception to final product, and continually enhancing the customer experience through research and strategy. Also responsible in articulating the user experience for customers across Snapfish's digital partners, CVS and Walgreens.

**Interactive Designer**

Lift Agency

Apr 2014 - Jan 2015

On-site designer at HP Snapfish with the Marketing team. Responsible for all outgoing marketing campaigns including digital advertisements, marketing materials, sales documents, trade show materials and web graphics.

**Designer**

Attik and Redshift Digital Agency

Feb 2012 - Jul 2012

Helped launch the Scion FR-S campaign @Attik, delivering conceptual designs to the final product. Worked alongside the creative team @Redshift designing the marketing content for the Opentable B2B product launch.

## 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, Prototyping, 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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