

Anthony Cangelosi

EXPERIENCE DESIGNER

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SKILLS

Product Design
Interaction Design
User Experience
HTML
CSS / SASS
Javascript
jQuery
PHP
Prototyping
Creative Direction
Print Design
Brand Identity
Logo Design

TOOLS

Sketch
Invision
Photoshop
Illustrator
InDesign
Lightroom
Git
MixPanel

EDUCATION

AA Graphic Design
Fashion Institute
of Technology

EXPERIENCE

Senior Interaction Designer / January 2012 to Present / Shapeways, Inc

Spearheaded UX, UI, and coding of improved customer onboarding experience leading to increased signups for first time users.

Incorporated a combination of qualitative and quantitative research methods to inform design decisions.

Improved discoverability of products in the Shapeways marketplace leading to an increase in page views, time on site, and add to cart conversions.

Designed and built responsive component-based email system used by marketing team resulting in increased email click through rates.

Implemented responsive web methodologies to enable Shapeways.com to become a fully responsive site.

Developed design system creating a cohesive brand for all company touchpoints.

Oversee and lead all visual creative for Shapeways.com including photography used on site.

Interaction Designer / September 2010 to November 2011 / Bookish, LLC

Directed and executed brand identity and styleguide for bookish.com.

Collaborated with product, marketing and engineering teams to conceptualize, wireframe, prototype, and build bookish.com.

Hands on approach working with engineering by creating, editing and committing HTML, HAML and CSS using Git.

Senior Web Designer / January 2008 to August 2010 / Giant Realm, Inc

Designed and built giantrealm.com using HTML and CSS.

Collaborated with product and development teams to create and build screwattack.com an online gaming community that had a 20% increase in new users post-launch.

Created dynamic and engaging online ad units which increased ad sales and yielded such clients as Old Spice, Electronic Arts, Gillette and Universal Studios.

Graphic & Web Designer / December 2004 to January 2008 / 4Kids Productions

Contributed to the rebranding of the 4Kids website which included property-based micro-sites, banners and customizable user profiles.

Designed DVDs, ads and packaging for international properties such as Teenage Mutant Ninja Turtles, Yu-Gi-Oh!, Dinosaur King and Bratz.

Created promotional logos for on-air and online sweepstakes.