

Anthony Cangelosi

FULL-STACK 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
After Effects
Lightroom
Keynote
GitHub
MixPanel

EDUCATION

AA Graphic Design
Fashion Institute
of Technology

EXPERIENCE

Design Consultant / Lark42 / November 2018 to Present

Consult and collaborate with company founders and stakeholders to understand product goals and user needs to implement design strategies and deliverables.

Design and develop UX and UI strategies for new and existing products aimed at increasing metrics including monetization and user acquisition.

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Lead Product Designer / Pledge Music / November 2017 to November 2018

Collaborated with Product and Engineering teams to build improved experiences for the Pledge Music artist platform utilizing data, customer feedback, and design research.

Created a design system which optimized developer implementation and lead to a unified user experience across Pledge Music.

Designed tools that enabled Pledge Music staff and artists to create custom experiences for promoting their projects.

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Senior Interaction Designer / Shapeways, Inc / January 2012 to November 2017

Led UX, UI, and front-end development of improved customer onboarding experience informed by a combination of qualitative and quantitative research methods leading to increased sign-ups for first-time users.

Improved discoverability of products in the Shapeways e-commerce 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 easy to create and customize emails which increased email click-through rates.

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

Directed brand creative for Shapeways.com establishing cohesion across all touch points.

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

Directed and executed brand identity and style guide for bookish.com.

Collaborated with Product, Marketing, and Engineering teams to conceptualize, wireframe, prototype, and build bookish.com.

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

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UI Designer / Giant Realm, Inc / January 2008 to August 2010

Collaborated with Product, Sales, and Engineering teams to create, build, and maintain partner websites in the Giant Realm network which reached 1.5 million users per month.

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

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

Contributed to the re-branding 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 various logos and design assets for on-air promotions and contests.

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