Tommy Marshall
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Work Experience:

Senior Product Designer + Interaction Designer | GE Aerospace | Cincinnati | November 2020 - Present
Senior Product Design Lead on 1Fleet - an internal enterprise fleet management and maintenance tracking tool
- Mentoring and partnering with interaction designers on the team to problem solve and create optimal user solutions
- Working with stakeholders and product teams to develop strategy, timelines, and plans to meet business goals
- Conduct user interviews, create workflows and prototypes, and facilitate usability testing to validate design choices
- Utilize domain expertise to direct AI to quickly concept and iterate while utilizing critical thinking to evaluate and refine outputs
- Maintain consistency within the product through deliberate and tactful use of the design system

Lead UX Designer | Fifth Third Bank | Cincinnati | November 2013 - November 2020
Working primarily on Fifth Third Direct - a portal for Fifth Third's corporate clients to access business services.
- Collaborate on an agile scrum team in order to define UX and development deliverables for sprint planning
- Partner with the Product Owner to define features that best align to the user's needs
- Gather and test inputs and feedback in order to make intuitive interfaces for the end user
- Create User Flows, Wire-framing, UI Design, and High Fidelity Mock-ups

UX Designer | Pure Romance | Loveland, OH | January 2013 - November 2013
- User Flow and UI design for several sections of the Consultant Online Office - a web portal for the PR sales force to book parties, place and track e-commerce orders, track team members/contacts and sales, participate in training, receive the latest news, manage a personal web site and more
- User Flow, Wire-framing, UI design and icon creation for Consultant Online Office Mobile App

Senior Interactive Designer (Freelance / Contract) | HyperQuake | Cincinnati | July 2012 – October 2012
- Lead various web site projects
- Participated in information gathering, prioritization, and creation of User Stories
- Site Map and Wireframe creation
- Creation of Brand Squares to establish look and feel
- Concept Development and Design
- Photo re-touching and graphic production
- Client presentations
- Clients – Procter & Gamble, Opticians Association of America, Pampers

Freelance | Rockfish / Various | Cincinnati | March 2012 – July 2012
- Photo re-touching, banner ad design, graphic site updates

Associate Creative Director | Possible Worldwide/Bridge Worldwide | Cincinnati | April 2010 – March 2012
Possible Worldwide is a global interactive marketing agency that creates innovative work across multiple channels and platforms.
- Directed the creation of campaign ideas and thinking, websites, mobile optimized web sites, highly successful facebook promotions and brand promotions, interactive demo videos, promotional and conceptual videos, voice over, and banner ads
- Work within a fast paced team environment across multiple brands to direct, concept, and oversee award winning creative
- Clients – Proctor and Gamble - GIVE, Live Learn Thrive, My Black is Beautiful, P&G Everyday Solutions
  J.M. Smucker Co. - Folgers Coffee, Dunkin Donuts Coffee, Millstone Coffee, Medaglia d'Oro

Senior Art Director | Digitas | April 2005 – March 2010
Digitas is the first global interactive agency network, leading a new generation of creative marketing and media agencies designed to unleash the full possibilities of a digital age.
- Work within a fast paced team environment to concept, design, direct, and oversee award winning creative
- Manage projects independently, working effectively with all capabilities and using their expertise appropriately
- Manage, mentor and direct junior creatives
- Utilized extensive testing and learning to create increasingly smarter and more effective online advertising units
- Twice promoted from Senior Designer to Art Director to Senior Art Director
- Clients – Kraft, DeVry University, Kellogg's All-Bran, GM, Nokia, Sparks, Best Buy, Ferguson, Home Equity of America, GameTap, Fifth Third, Nintendo, Walgreens, Allstate, KitchenAid, Ameriprise Finantial, Fed-Ex

Freelance Interactive Designer/Developer | Digitas, Tribal DDB, Williams Labadie | July 2004 – April 2005

- Involved in various projects for clients and agencies including: Logos and identity, flash site design and development, and on-line advertising concept, design and development
- Clients – Allstate, State Farm, FACTIVE, Astellas

Senior Designer | American Invsco | July 2001 – July 2004

American Invsco is one of Chicago's most premier condominium developers.

- Responsible for weekly newspaper advertising, outdoor signage, sales center materials, trade show materials, online design and advertising, direct mail, brochures, collateral, branding and identity
- My work contributed to continual increases in traffic to the sales centers, increased website hits and e-mail inquiries

Senior Designer | MarchFIRST/Four Points Digital | October 1999 – February 2001

A full service internet, advertising, and business strategy company.

- Responsible for working with art directors on concept, design, graphic build-out, style guide creation, and making sure the visual integrity of the final coded product was maintained for websites and advertising projects
- Part of the team that was responsible for the agency's biggest client which put over 200,000 products online using a Content Management System to create a completely customizable user experience
- Throughout this project and others, gained extensive knowledge in user experience, and site architecture
- Clients – Grainger, 3Com, U.S. Robotics, WhittmanHart, marchFIRST, Alliance Food Service

Art Director | Technology Marketing Solutions | January 1999 – September 1999

TMS was born when the Corporate Communications Department of Rauland became a separate entity to handle the marketing and advertising of Rauland's world wide distributorship.

- As part of the core team I was able to give input into the different aspects of the company from resource management, to workflow, to business objectives
- As Art Director, I worked on and oversaw a small staff on the development of corporate identity, web sites, brochures, and direct mail pieces for our clients

Freelance Designer | Rauland-Borg Corporation | March 1998 – December 1998

Rauland-Borg Corporation is a manufacturer of Instructional and Health Care Technologies.

- Worked primarily with the Corporate Communications Department to create digital art, multimedia, and design for the web, magazine layouts, corporate identity, custom PowerPoints, trade show booths, and a multimedia kiosk

Education:

University of Kentucky | Fall 1994 – Fall 1997

BFA in Studio Art – Emphasis in Graphic Design and Multimedia

Northern Kentucky University | Fall 1992 - Spring 1994

Graphic Design Major

Software:

- Claude AI, Figma, Sketch, InVision, Axure RP, OmniGraffle, Visio
- Adobe CS Suite - Photoshop, Illustrator, Acrobat Pro, Dreamweaver, Flash, InDesign
- Working knowledge of HTML and CSS
- Microsoft Office

Awards/Activities:

- International Advertising Competition | 2012 | Outstanding Social Media campaign - Folgers Timeline/Teaser
- Cincinnati Addy | 2011 | Gold Addy - Interactive Media - Websites/Online - PGTryIt.com
- Team P&G Awards | 2010 | Silver - P&G Brand Sampler
- Team P&G Awards | 2010 | Runner Up - My Black is Beautiful
- International Advertising Competition | 2009 | Best of Show & Best Automobile Rich Media Online Ad – Pontiac G8 - "Tommy Kendall Avatar"
- Member of Digitas RCKBND | 1 of 5 bands voted to compete in Advertising Week's Battle of the Ad Bands in NY
- Recipient of Research/Creativity Grant from UK to develop the area of Artistic Holography with Eduardo Kac
- Recipient of the National Scholarship Trust Fund of the Graphic Arts | Aug. 1994 - Dec. 1997
- Member of Greater Lexington Club of Printing House Craftsmen | 1994-1997
- Member of Students In Design | 1993 & 1994
- Member of American Center for Design | 1993 & 1994
- Graduated Cum Laude, 3.4 GPA, Deans List