Townsend Colon | Creative Leader and Product Designer

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Education

Emerson College

B.A Animation/Motion Media

Core Skills

Problem Solving

Communication

Collaboration

Strategy

Time Management

Creativity

Business Acumen

Team Management

Emotional Intelligence

Storytelling

Feedback

Design Skills

Color Theory

UX/UI Design

HTML/CSS

User Flows

User Focused

Motion Design

Visual Design

Product Design

Prototyping

Illustration

Data Visualization

Interaction Design

Design Systems

Tools Used

Adobe CS

Figma

Sketch

Asana

Jira

Invision

Zeplin

Summary

I'm a creative leader and designer with over 10+ years of experience. I thrive on simplifying complex issues with user-friendly solutions that work well on across platforms.

I'm a skilled communicator who brings people together to keep projects on track and moving forward. I'm known for fostering a collaborative, inclusive, and inventive environment that boosts our productivity and has driven significant company growth.

Work Experience

Design Systems Manager @ Grubhub (Acquired LevelUP)

Boston, Ma | September 2022 - June 2023

- Developed and implemented a strategic design team roadmap that aligned with business objectives, effectively driving growth and success.
- Mentored and guided a multidisciplinary design team, fostering their professional development and promoting collaboration within the organization.
- Successfully collaborated with cross-functional teams, including product, engineering, branding, and organizational leaders, to deliver projects on time and meet objectives.
- Evaluated and optimized design systems and illustration libraries, ensuring high-quality output and consistency throughout the organization.
- Effectively communicated and aligned stakeholders through the administration of design systems and illustration strategy, promoting clarity and cohesion.
- Streamlined cross-team collaboration and alignment through the development of an improved design system and illustration workflow.

Product / Visual Design Manager

Boston, Ma | August 2019 - September 2022

- Led a team in designing and developing mobile apps for agency clients, contributing to the achievement of key company goals.
- Collaborated with cross-functional teams, including product, engineering, and business leaders, to ensure seamless project execution.
- Managed and mentored a multidisciplinary design team, fostering their growth within the organization.
- Implemented an agency design team workflow that improved collaboration and alignment with internal and external stakeholders.

Product / Visual Designer @ LevelUp

Boston, Ma | June 2016 - August 2019

- Collaborated with agency restaurant clients to develop and implement custom-branded apps, resulting in increased customer acquisition, orders, and loyalty.
- Designed impactful micro animations that were incorporated into branded apps.
- Identified and proposed innovative app features aligned with the agency's strategic goals.
- Utilized HTML and CSS to create engaging client-branded email marketing campaigns.
- Developed visually appealing physical marketing materials for successful app store launches.

Communications Designer @ Uber

San Francisco, Ca | October 2014 - April 2015

- Managed and completed daily design requests from multiple Uber satellite locations.
- Coordinated and enforced Uber branding guidelines across all satellite locations.
- Created visually striking top-down vehicle views to support promotional initiatives.