ANTHONY FOSTER

Director of Design

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New York City

EXPERIENCE

Loeb Enterprises
Director of Design, UX/UI
2015—2017

Loeb Enterprises is a startup incubator, where my team and I work on several initiatives for various-sized companies, including branding, native mobile apps, responsive websites, progressive web apps, marketing tactics, and print/packaging.

- Manage a team of UX/UI designers who work on apps and websites.
- Research competitive products and UX/UI patterns to achieve best results for each project.
- Creating and managing process for achieving expected effort on time.
- Consulting on possible technology solutions, which also aids efforts in understanding the various environments, their capabilities, and how to design for them.
- Creating and maintaining UI systems, working closely with front-end and app developers to build rule-sets for how the UI should work.
- Working deeply with UX/ UI tools—including Omnigraffle, Sketch, and Adobe Creative Cloud—to create user flows, wireframes, UI documents, and illustrations.

CBS
UX Designer
2013—2015

At CBS, I worked on User Experience efforts for a few of their apps and websites, including Radio.com, CBS Local News, and Fan Sports Live. My time there was focused on research and documentation, managing product maps, blueprinting behavior documentation, user flows, personas, and wireframes, all with extensive notation of expected results across the various technologies CBS was balancing across their various properties. While there, I worked closely with developers and UI designers, managing the process of the product creation from inception to launch.

Thackway McCord
Senior UX/UI Designer
2012—2013

Thackway McCord is a small branding and strategy firm in SoHo, NYC, mainly focused on branding B2B companies. My responsibilities there included creating wireframes and UI designs for mobile apps and websites, working extensively with other team members to educate about responsiveness, and thoroughly document desired behavior and work with off-site developers for best results. Beyond that, I worked closely with our Art Director and Strategist, aiding them in creating brands, designing logos for various media, and working on print materials such as annual reports, signage, and creative stationery.

SOFTWARE

Sketch	MacOS
Figma	Windows
Omnigraffle	iOS
Axure	Android
Photoshop	
Illustrator	
InDesign	
Invision	
Framer	

SKILLS

- User experience research, design, and documentation
- User interface design for mobile apps, responsive and progressive web
- Design and process management
- Illustration for both print media and digital screens
- Front-end development, including HTML, CSS, Sass, JavaScript
- Knowledge and understanding of back-end technologies and philosophies
- Working closely with various disciplines and ensuring team cohesion