

TOMPALMER

DESIGN + MARKETING + ECOMMERCE

contact

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education

General Assembly

Santa Monica, CA

User Experience Design

A rigorous 12-week workshop.

Produced two expert-reviewed mobile application designs with user-centered design methods.

Pace University

New York, NY

MBA, Marketing

Clark University

Worcester, MA

BA, Geography

AQUENT Gymnasium

jQuery Basic Building Blocks

HUBSPOT

Inbound Marketing

openSAP

Creating Business Value with User Experience

summary of qualifications

User experience designer with over five years of hands-on experience building ecommerce websites, mobile apps, and email campaigns.

Over 15 years of revenue growth and prospect to customer conversion rate increases in roles ranging from technology sales, digital marketing, e-learning, and content development.

Employers and clients: Canon, Xerox, B.I. Worldwide, UCLA, Pepperdine University, Amgen, and technology start-ups.

Advanced formal education: MBA in marketing and User Experience Design at General Assembly.

experience

SmileVector, Woodland Hills, CA Nov. 2016 – Present
Founder & Chief Smile Maker

- + Customer and user experience discovery, concepting, design and testing services.
- + SMB marketing consulting and training services.
- + Ecommerce conversion rate optimization.

Canon Solutions America, Calabasas, CA 2014 - 2016
Account Executive-Imaging Solutions

- + Conducted face-to-face user interviews to capture, map and analyze task flows for concept validation and imaging solution design.
- + Designed cross platform, personalized promotional collateral.
- + Prospected, presented and sold imaging technology products.

My Successables, Inc., Malibu, CA 2009 - 2015
Co-Founder/Marketing Design Director

- + Designed, produced and launched 100 hours of digital audio products.
- + Defined taxonomy for 61 products purchased for distribution by Audible.
- + Designed, tested and launched e-commerce websites and iOS Apps.
- + Created brand identity assets and navigational icons.

designer's toolbox

methods

User-centered design
Information Architecture (IA)
Usability Heuristics

CMS

Wordpress
Ingeniux

email platforms

Marketo
MailChimp

storytelling

Story Boards
Persona Creation

user research

Card Sorting
User Interviews

conversion rate optimization

Website Analytics
Goal-Path Instrumentation
A/B Tests

group collaboration

Meeting Facilitation
Design Studio Method

modeling and documentation

Wireframing: Omnigraffle

process

Project Management: ASANA

user interface design/coding

HTML/XHTML
CSS2/CSS3
JavaScript/jQuery
Photoshop/Illustrator

prototyping

POP App
Invision
Axure RP Pro

experience (cont'd)

Pepperdine University, Los Angeles, CA 2007 - 2009

Deputy Director, Executive

MBA Programs

- + Conducted almost 200 recruiting interviews with business executives that contributed to increasing program enrollment by 140%.
- + Designed digital marketing assets for personalized communications.
- + Designed and presented interactive recruiting seminars.

BrainX, Camarillo, CA 2006 - 2007

Business Development Director (Contract)

- + Led virtual team to create e-learning software for Amgen.
- + Created and implemented user research survey.

B.I. Worldwide, Gardena, CA 2001 - 2006

Account Executive

- + Sold and implemented enterprise incentive systems.
- + Facilitated design walkthroughs with clients.
- + Designed reward solutions with a rigorous quality process.

Xerox, Los Angeles / New York City 1994 - 2000

Sales Learning Manager, Agent Manager

- + Trained 80 new-hire sales professionals
- + Managed independent sales agents and teams.
- + Led a seven person quality improvement project team.

UCLA EXTENSION, Los Angeles, CA, 1999 - 2000

Marketing Instructor (Contract)

- + Developed and taught three courses in consumer behavior.