KEVIN TOMASSO | RÉSUMÉ

KTOMASSO@GMAIL.COM

Leading systematic thinking within design organizations

EXPERIENCE

HOTSCHEDULES / FOURTH ENTERPRISES Enterprise Restaurant Management Software

MAR 2017 - CURRENT | LEAD DESIGNER

- **Led a complete redesign of our Applicant Tracking System**, PeopleMatter. Set the design direction, partnered with UX Ops and Engineering to define its design system, and led a team of 3 designers on the feature design.
- **Led the UX Operations team**, responsible for creating, maintaining, and evangelizing the Fourth Design System, its process, and its vision.
- **Advanced design craft** on a team that successfully developed and went to market with a new enterprise application suite consisting of 4 major features in 18 months. Drove strategy with Product Managers, set design patterns, and oversaw the development of our front-end component library.
- **Played an integral part in building the Product Design team** from a 4-member subsidiary of the Product org to a 17-member peer to Product and Engineering. Responsible for new member onboarding.
- **UX representative of two Product Decision Teams**. These cross-functional teams consist of Product Managers, Engineers, and Commercial representatives, designed to weigh R&D efforts against capacity and shape the roadmap.
- Personally **led the design initiatives** for the following Products:
  - » **Intelligent Workflow:** An open-ended form builder and dynamic scheduling component to help restaurants sequence their day-to-day activities.
  - » **Cash Management:** Managed counting and accountability for cash transactions within a restaurant. Included counting safes, transferring, reconciling, and depositing money at specific intervals. Also included a configuration environment for establishing and assigning templates to various store settings.
  - » **Inventory Management:** Managed all inventory-related activities within a restaurant. This included ordering and receiving products, counting items on-hand, managing units of measure, recipe construction, vendor management, and much more.
  - » **Production management:** Leveraged our forecasting algorithm to predict and display items and recipes needing preparation and/or thawing to facilitate accurate supply for the demand.
  - » **Global Navigation:** Designed, prototyped, user-tested, and helped in the change management of the platform navigation.

BLOOM INTELLIGENCE WiFi marketing and Customer Intelligence Platform

AUG 2016 - FEB 2017 | PRODUCT DESIGN CONSULTANT

- **Designed Business Intelligence dashboard** for measuring marketing KPIs.
- Designed **User Registration** Experience.
- Designed **corporate hierarchy management** tool.

HOMES & LAND / NEWPOINT MEDIA GROUP Real estate classified magazine franchisor and publisher

MAY 2014 - NOV 2016 | UX/UI DESIGNER

- **Employed a service design approach** to create a full experience between our printed magazines and web entities.
- **Created design system** for franchise websites.
  - » **Designed and coded reusable user interface components** to be used across all of our franchise websites.
  - » Designed all components and template views to work **with 3 interchangeable color themes.**
  - » Educated and helped dev team **implement SASS and BEM frameworks** for better code scalability and hygiene.
  - » Routinely **checked-in Sass and HTML code.**
- Designed and **implemented RealTips blog.**
  - » Customized WordPress theme design.
  - » Wrote custom CSS.
- **Other projects included:**
  - » Redesigned UX for franchise website user control panel.
  - » User account management.
  - » Advertiser Inquiry flow.

OTHER EXPERIENCES THAT SHAPED MY CAREER

HUBZE | JAN 2012 - JAN 2014:
Social media management startup

As "Chief Creative Officer," I designed a multi-platform social content creation suite, program-managed the development team, and created content for our popular social media advice blog. We built software with an angel-investment, pivoted about 8 times, and eventually ran out of funding. It was a wild ride.

INSTAMANAGER.COM | AUG 2009 - JAN 2012:
Rental Property Management Software

We created vacation rental management websites for property managers long before Airbnb became a verb. I pumped out multiple website designs for prospective clients and project-managed a small remote design team. The platform was eventually acquired by RealPage.

FREELANCE DESIGNER AND WEB DEVELOPER:

I've had ongoing (and a couple full-time) stints of freelance work. Focus is branding and web design. There's nothing like being responsible for your own paycheck to teach you how to be efficient.

FRANCESCHI ADVERTISING AND PR | AUG 2004 - JUL 2008:

I majored in college and got my start in Advertising. As eventual Creative Director of this family-run agency at 25, I created end-to-end advertising campaigns for clients in financial, luxury car sales, and service industries. Also facilitated media buys.

TALLAHASSEE COMMUNITY COLLEGE BOARD OF DESIGN | 2007:

After successfully completing a self-created graphic and web design curriculum at TCC and transitioning into a respected professional, I was asked by the head of the department (and former professor) to sit on the advisory board. As a small team, we helped shape the curriculum for incoming design students for years to come.

RELEVANT SKILLS

LEADERSHIP

- Short to long-term strategy setting
- Stakeholder management
- Accurate scoping
- Visual and experience design mentoring
- Defining/refining effective process
- Turning ambiguity into clear objectives

DESIGN

- Figma
- Sketch 3
- Photoshop, Illustrator, InDesign
- Prototyping
- Handoff documentation
- Video editing

DEVELOPMENT

- HTML 5
- CSS
- React (some)
- jQuery (some)
- Git
- Command line

EDUCATION

TALLAHASSEE COMMUNITY COLLEGE

FALL 2006 - SPRING 2008

- 12 Credit Hours
- Graphic Design & Web Development

FLORIDA STATE UNIVERSITY

AUGUST 2002 - JULY 2005

- Bachelor of Science in ADVERTISING/Communications
- Graduated Cum Laude • Minor in Business Administration

QUINNIPIAC UNIVERSITY

AUGUST 2001 - MAY 2002

- Advertising

REFERENCES

Gladly furnished upon request.