

# Anthony Palileo

## Interaction Designer

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### PROFESSIONAL EXPERIENCE

#### UX Designer Intern • Amazon (Self-Service Performance Advertising)

May 2021 - Aug 2021

- Using insights from UX Research and Voice of the Customer teams, designed a framework for gathering in-experience feedback to increase customer reach by up to 60%.
- Created mockups in Sketch using internal libraries and within company guidelines, and developed interactive prototypes using Axure RP for live demonstration to leadership.
- Delivered mockups and specifications for development teams to redesign a live customer-facing budget notification to facilitate a task completion rate increase of approximately 600+ cpm.

#### Design Director • MSC Gaming

Aug 2016 - Aug 2019

- Launched the company's design department from startup and established brand strategies and guidelines, designed the initial offerings, and scaled up to complete the range of products.
- Worked directly with game publishers, developing visual treatments and participating in live game testing, to launch 20+ new table games with variants for various markets.
- Established a base of 150+ casino clients throughout the United States and Mexico, including tribal gaming enterprises within the National Indian Gaming Association (NIGA).

#### Director of Graphic Design • Catco Gaming

Jul 2014 - Aug 2016

- Oversaw the design and production of all printed products for casino clients, including playing cards, casino chips, and table game layouts to reach 100% satisfaction ratings.
- Collaborated with sales teams to build relationships with 100+ new casino clients throughout North and South America, Asia, and Europe.
- Developed in-house printing department capable of producing 500,000 playing card decks and 2,000 full size table layouts monthly.

### EDUCATION

#### ArtCenter College of Design

Bachelor of Science, Interaction Design  
Designmatters Minor in Social Innovation  
Graduation with Distinction - 3.972 GPA  
December 2021

### SKILLS

User Experience, User Research, User Testing, User Personas, Prototyping, Wireframing, Storyboarding, Information Architecture, Interface Design, Machine Learning, Natural Language Processing, Figma, Sketch, Axure RP, Adobe Xd, Adobe InDesign, Adobe Illustrator, Adobe PhotoShop, Adobe After Effects, CorelDRAW, Solidworks, Keyshot, Cinema 4D, HTML, CSS, JavaScript, NodeJS, React, GraphCMS, Asana, Slack, Notion, Trello.