TOMMY HINES
DIGITAL DESIGNER & CREATIVE STRATEGIST

502 . 439 . 7218   hinest3@gmail.com   tommyhines.com

EXPERIENCE

RVO Health // Red Ventures

Principal CX Product Designer

Leading creative strategy, future vision, and design execution for our e-commerce and digital media brands, apps, and websites. Current work includes leading digital design teams, creating design systems, and shaping product strategy through human-centered design thinking for new business innovations.

July '13 – Present • Charlotte, NC

Schedule One Concepts (S1C) // Miguel

Freelance E-Commerce UX Designer & Digital Strategist

Leading UX e-commerce design & strategy for the conception, launch, and growth of Schedule One Concepts (S1C), a web3/NFT media and apparel brand founded by Grammy Award Winning R&B artist, Miguel.

August '21 – Present • Remote, US

BEAT EVERYBODY // Alex Morgan, Kelly O'Hara

Freelance E-Commerce UX Designer & Digital Strategist

Leading UX e-commerce design & strategy for the relaunch of Beat Everybody, an apparel brand founded by 3 athletes (and friends) of the U.S. Women's National Soccer Team (USWNT) after they won the 2019 World Cup: Alex Morgan, Kelley O'Hara, and Allie Long.

July '20 – Present • Remote, US

BEAST MODE // Marshawn Lynch

Founding Team Member • Freelance Creative & UX Designer

Partnered with NFL Superstar Marshawn "Beast Mode" Lynch after winning the 2014 Super Bowl, to create and launch his athletic and lifestyle brand. I led branding, marketing & website design, product design, partner relationships, and helped open 2 retail stores. Since launching, Beast Mode has become a game-changing, high-energy urban athleisure brand that spans fashion, media, and sports industries.

Feb. '14 – Oct. '17 • Oakland, CA

EDUCATION

Winthrop University   Class of 2011

BFA: Visual Communication Concentration

TECHNICAL SKILLS

- Shaping product design direction and creative strategies that align with business KPIs and goals
- CX / UX optimized web and native app design
- Front End Development: HTML, CSS, JS
- Design system creation and management
- Executing high-quality, end-to-end design solutions that are intuitive and easy to use
- Go-to-market customer journey and omni channel product strategy
- E-commerce design, dev, and Shopify management

POWER SKILLS

- Strong collaboration with product managers, engineers, content, UX researchers, and marketers
- Stakeholder management and cross-functional partner presentations
- Leading design advocacy and shaping design ecosystems across organizations
- Mentoring and developing senior talent
- Develop new design methods and practices that drive value
- Lead and manage multiple projects at once
- Orchestrating and moderating brainstorms, workshops, sprints, and usability tests
- Leveraging metrics and data to define success

TOOLS

- Figma & Figjam
- Adobe Creative Suite
- Sketch
- Principle Prototyping
- Miro
- Jira, Asana agile, PM software