



ANTHONY PADRONAGGIO

User Experience Designer

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USER EXPERIENCE DESIGNER

NBCUniversal | Feb 2016 - Present

- Experience design for web, native app creation on iOS, Android and OTT platforms across 30+ markets including Telemundo; responsible for creation of division-wide design system
- Act as a key liason with the editorial, product and technology development teams to define user interfaces and interaction styles resulting in improved user experience and higher engagement on the NBC Owned Television Station products
- Responsible for all stages of user experience design throughout the product or feature enhancement development cycle including research and analytics, prototyping, design/animation, and testing in a collaborative setting.

Skills

Sketch

Adobe CC

Invision

Principle

HTML

CSS

jQuery

Bootstrap

Responsive

Mobile

Native

CREATIVE DIRECTOR

Millward Brown Digital | May 2008 - Feb 2016

- Designed dashboard experiences for clients
- Recruitment invite concept, copy, and design drove traffic from publishers such as Apple, MSN Unilever, ESPN, Pandora, Twitter and more
- Worked in our custom CMS to develop, design and maintain web templates for traffic driven from publishers
- Utilized Bootstrap for fast prototyping and interactive style guides for internal pages
- Hired and led freelance designers/agencies and
- Used responsive and fluid techniques for working with dynamic, data-driven content



PARSONS | NEW SCHOOL FOR DESIGN

MFA in Design and Technology

CW POST, LONG ISLAND U.

BFA in Digital Design | Minor in Journalism



COMCAST NBCU HACKATHON 2017

Grand Prize Winner for Innovation using Machine Learning