TONY PAVÉS

PRODUCT DESIGN & BRAND EXPERIENCES

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EXPERIENCE

05.2017–11.2022
ROBLOX : SENIOR PRODUCT DESIGNER
Joined the Economy Design Team to support revenue products across the platform with the focus on payment and fraud, virtual payments, and advertising.

09.2017–01.2023
TWITTER : STAFF PRODUCT DESIGNER
Developer Platform: 2021–2023
As a design lead for the developer innovation team, I collaborated with a cross-functional product development team for Twitter's developer community with the focus on improving consumer-facing experiences and adoption.

MoPub: 2017–2021
I managed all product design efforts for Twitter's ad exchange revenue product. I led a team of 2 designers and 1 UX researcher and partnered with product managers, engineers, and customer service teams to create monetization solutions for app developer customers until MoPub's sale in 2020 for $1.05B

Feather Design System: 2017–2022
I was a key contributor on Twitter's revenue design system team. I worked with a team of designers and engineers to provide design solutions for internal and external customers.

02.2014–10.2016
FACEBOOK : PRODUCT DESIGNER
As lead designer on the Enterprise Research & Design team, I collaborated with product managers, engineering, and operations teams to create user-centric digital products that improved company hiring and employee retention.

05.2012–10.2013
AKQA : SR. VISUAL DESIGNER / ART DIRECTOR
Partnered with creative and account teams to concept and craft digital brand experiences for multiple Fortune 500 companies.

10.2010–10.2012
HOT STUDIO : SR. VISUAL DESIGNER
Collaborated with user experience designers and engineers to create brand experience solutions that balance client business goals with their brand aspirations.

05.2010–09.2010
GOODBY, SILVERSTEIN & PARTNERS : ART DIRECTOR
Crafted online advertising campaigns for global clients. Worked with creative directors and designers to deliver campaign concepts and web designs.

07.2008–01.2010
CODE AND THEORY : INTERACTIVE DESIGNER
Created end-to-end interactive solutions for leading brands across multiple platforms; including marketing campaigns, websites, and mobile applications.

EDUCATION

01.2001–12.2004
ACADEMY OF ART UNIVERSITY : SAN FRANCISCO, CA
BFA in Computer Arts: New Media Design.

SKILLS

Design Sprints : Figma : Adobe CC : Sketch : HTML/CSS : UX Prototyping + Research