



# TOM NARA SRISOOK

VISUAL & PRODUCT DESIGNER

## EXPERIENCE

### SHORTCUT

#### SENIOR PRODUCT DESIGNER

April 2022 — September 2022  
New York, NY (Remote)

Worked on the Growth Team that lead initiatives to optimize onboarding, sign-up funnel and conversion of free trial users to paid. Included a focus around surfacing key workflows and product value early through education and exploration.

### SONY INTERACTIVE ENTERTAINMENT

#### LEAD VISUAL DESIGNER

May 2013 — November 2019  
Aliso Viejo, CA

Lead Visual Designer for PlayStation™Now on console and desktop clients. From concept, design and hand off to developers. Worked closely with UX Designers and Product Managers to rollout features, collaborating together to find optimal solutions.

### THE ORANGE COUNTY FAIR

#### GRAPHIC DESIGNER

November 2011 — March 2012  
Costa Mesa, CA

Produced a variety of design assets for the fair and its year-round events schedule, from digital media for email blasts or print for posters and flyers. Also collaborated with other designers and manager to concept and produce the annual theme for the OC Fair's main season.

## SKILLS

### ABILITIES

Branding, print, user experience, user interface, motion graphics, icon illustration, image compositing, color-correction, web design, wireframing, prototyping, typography.

### TECHNICAL

Comfortable with:

Figma, Sketch, XD, Photoshop, Illustrator, InDesign, After Effects, Lightroom

Above average with:

Zeplin, Invision, Cinema4D, Blender, Audition, Premiere

Familiar with:

HTML, CSS, PHP, Javascript, Markdown

### BLITZ.GG

#### SENIOR PRODUCT DESIGNER

November 2021 — March 2022  
Los Angeles, CA (Remote)

Designed experiences around an unreleased feature. Experiences involved competition via asynchronous leaderboards where players could win prizes by playing their favorite PC Game.

### INK STUDIOS

#### GRAPHIC DESIGNER

April 2012 — September 2012  
Irvine, CA

Primarily worked as a production designer producing assets for a number of accounts across various media: digital, print, packaging and in-store displays. Also assisted in producing presentation and concept material for account pitches for the agency.

### STUDIO PMG

#### JUNIOR GRAPHIC DESIGNER

November 2010 — November 2011  
Irvine, CA

## EDUCATION

### THE ART INSTITUTE OF CALIFORNIA — ORANGE COUNTY

#### BACHELOR OF SCIENCE — GRAPHIC DESIGN

2009 — March 2012  
Santa Ana, CA

Achievements: Honors

Clubs: AIGA Student Group Board Member: Web & Media Coordinator

## OTHER

### HOBBIES

Photography, mechanical keyboards, camping, making noises on my guitar.

### REFERENCES

References available upon request.