

Hi, I'm a multidisciplinary designer who loves problem solving through visual design, animation and interaction patterns.

Antonio Alucema

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Experience

Pinterest – San Francisco, CA

DEC 2015 to Current - Product Designer

Explore – My primary role was to provide project direction with the use of UX models, visual design and prototypes for various platforms (iOS, Android & desktop). This also included working closely with our PM & EM to plan project milestones and experimentation schedules. My day-to-day involved revising designs and prototyping newly proposed features while also collaborating heavily with our eng. team (front end & back end) to help solve technical constraints and implementation challenges. A secondary role was to support cross functional efforts by meeting regularly with content editors, International teams, Partners team and also consulting with the Brand team on promotional material.



Core Search – My role was to work closely with the Core search team and provide project direction with the use of UX models, visual design and prototypes for various platforms (iOS, Android & desktop). One of our goals was product optimization which required working heavily with engineering and research to fully understand experiment data. We also took on some personalization projects (Food & Skin tone filtering) which involved working with our back end search team.

Beats Music / Apple Music - San Francisco, CA

OCT 2013 to DEC 2015 - Product / UX Motion Designer

Beats Music – I relocated to the Bay Area to work with the small and very talented design team at Beats Music. My role as a motion designer was to prototype new features and system animations for multiple platforms (iOS, Android, desktop) while also working on high level concept pitches presented to leadership. I also really enjoyed collaborating and working closely with our engineering team to implement motion guidelines.



Apple Music – As part of the Beats Music acquisition our team was integrated into the iTunes design team where I continued to focus on system animations, high level pitches and other top secret stuff.

Tectonic – Seattle, WA

AUG 2012 to OCT 2013 - UX Motion Designer

Collaborated on various conceptual design projects and created motion studies / prototypes as presentation material for the client. Secondary roles included consulting on product and visual design direction along with UX frameworks.

tectonic

HTC Mobile – Seattle, WA

NOV 2011 to JUL 2012 - UX Motion Designer

Worked closely with UX and visual design teams to prototype new features and products for multiple platforms (mobile, web, tv). A major achievement was being heavily involved throughout the development of HTC's flagship operating system "Sense 5.0".

htc

Microsoft / Xbox – Seattle, WA

JAN 2011 to OCT 2011 - UX Motion Designer

Worked closely with UX and visual design teams to create a motion language for the Xbox console ecosystem (2011). I also worked alongside and advised the engineering team to implement and translate the motion language onto the console platform.



Machan Design / Grafic Park – Houston, TX

2004 to 2011 - Senior Visual Designer / Business Partner

Consulted with both established and startup businesses. Provided services which included print management, visual design, branding, interactive design, motion design, and photography. Maintained direct relationship with clients.

Skills

- Visual design (brand + product)
- UI motion specialist
- IX / UX minded
- Basic understanding of code
- Sweats the small stuff (details)
- Builds relationships / teams
- Constantly learning

Tools

- Sketch App
- Principle (prototyping)
- After Effects
- Photoshop
- Illustrator
- Premiere
- Cinema 4D
- Dropbox Paper (documentation)

Awards

2011 Webby

Official Honoree - Sherlock's Pub website

2010 Art Directors Club of Houston

Gold - Sherlock's Pub Website

2006 Houston Advertising Federation

Gold - Toyota Scion Urban Legends Comic

2006 Houston Advertising Federation

Citation of Excellence - Lupe Tortilla Website

Education

Art Institute of Houston

Multimedia Program 1999 - 2001