

# Tonio Alucema

Product Designer based in the Pacific Northwest  
currently working with Facebook

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## Point of View

I'm passionate about building engaging products but equally excited about building relationships. I'm a firm believer in user research, learning fast and rapid prototyping.

I've had the opportunity to work across multiple roles with a wide range of organizations and am always looking for new ways to work together and adapt to the evolving industry... especially during these times.

## Tools

- Figma
- Sketch App
- Principle
- Origami
- Adobe Suite
- Cinema 4D
- Keynote
- Basic HTML/CSS
- Bilingual – Spanish

## Notable Achievements

2020 Messenger Watch Together  
Global launch of a new video co-experience

2018 Pinterest Explore  
Global launch of a new discovery platform

2015 Apple Music  
Global launch of new streaming music platform

2011 Microsoft Xbox  
Global launch of Xbox's rehailed core OS

2010 Art Directors Club of Houston  
Gold Award–Sherlock's Pub Website

2006 Houston Advertising Federation  
Gold Award–Toyota Scion Urban Legends Comic

## Education

Art Institute of Houston  
Multimedia Program 1999 - 2001

## Experience

### Facebook Commerce | Product Designer

January 2020 to Current | Seattle, WA

Sole designer for Marketplace Motors focusing on the buyer and seller experience for both C2C and B2C commerce. Launched Inventory Manager to help SMB dealerships manage their business from within Facebook Pages. Worked closely with XFN team and provided guidance on several core product improvement initiatives. Helped out with researcher duties while being understaffed.

### Messenger | Product Designer

March 2018 to January 2020 | Seattle, WA

Built and launched a 0 to 1 co-watching video effort (Watch Together) which was a large technical feat that required very tight XFN collaboration and partnering with multiple Facebook video teams. Drove and supported co-experiences within the real time connection team (video and audio calls) during a complete Messenger RTC infrastructure rewrite. Explored a framework to support screen sharing, filters vision and future co-experiences.

### Pinterest | Product Designer

December 2015 to March 2018 | San Francisco, CA

Explore – Built and provided direction for a 0 to 1 discovery product through UX models, visual design and prototypes across various platforms (iOS, Android & desktop). Heavily involved with XFN in planning project milestones and timelines. Supported content curation efforts by meeting regularly with content editors, International teams, Partners team and also consulting with the Brand team on promotional material.

Core Search – Worked closely with the Core search XFN team and provided project guidance through UX models, visual components and prototypes across various platforms (iOS, Android & desktop). Worked closely with engineering and research on core product optimizations and with our back end engineer team to build a few personalization projects– Home decor quiz, Food type & Skin tone filtering.

### Apple Music | Product / UX Motion Designer

October 2013 to December 2015 | San Francisco, CA

As part of the Beats Music acquisition our team was integrated into the iTunes design team where I continued to focus on supporting high level pitches, core system animations and other exploratory projects.

### Beats Music | Product / UX Motion Designer

October 2013 to December 2015 | San Francisco, CA

Worked close with our small design team to prototype new features and explore system animations across multiple platforms (iOS, Android, desktop). Supported high level concept pitches presented to leadership. Collaborated with our engineering team to implement motion design guidelines.

### Tectonic | UX Motion Designer

August 2012 to October 2013 | Seattle, WA

Created various conceptual designs along with motion studies for client presentations. Consulted on product user experience and visual design direction.

### HTC Mobile | UX Motion Designer

November 2011 to July 2012 | Seattle, WA

Worked closely with UX and visual design teams to prototype new features and products across multiple platforms (mobile, web, tv). Worked very close with design leadership to create a pitch and later develop HTC's flagship mobile operating system – Sense 5.0.

### Microsoft Xbox | UX Motion Designer

January 2011 to October 2011 | Seattle, WA

Worked closely with UX, visual design and engineering to develop and implement the motion language for the Xbox console OS (2011). Also supported voice interface explorations for the Xbox Connect platform.

### Grafic Park | Senior Visual Designer / Co-Founder

2004 to 2011 | Houston, TX

Consulted and maintained relationships with well established and startup businesses. Provided full range of design and print services which included visual design, branding, interactive, motion design, and photography.

