

# TONSON BACK

## UI UX DESIGNER



DESIGNER OF THINGS



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### PERSONAL INFO

- tonsonpine.com
- tonsonpine@gmail.com
- San Mateo | California

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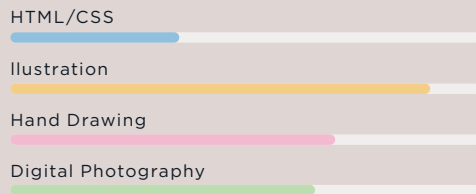


### SKILLS

#### Design and Animation



#### Other Skills



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### EDUCATION

#### ACADEMY OF ART UNIVERSITY

MFA in Web Design and New Media

Emphasis on UI and UX Design  
(2012 - 2015)

#### BURAPHA UNIVERSITY

BFA in Visual Communication Arts,

Emphasis on Graphic Design  
(2001 - 2005)

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### HOBBIES



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### EXPERIENCE

#### PLAYSTUDIOS INC

Lead UI/UX Artist

(Summer 2019 - Present)

[www.playstudios.com](http://www.playstudios.com)

- Created the UI and workflows for the myVIP Hosted Experience Website
- Designed workflow UI for PLAYSTUDIOS Reward backend used by internal employees and 3rd party vendors
- Worked with a large team of designers, product and engineers on building complex flows
- Followed style guides while creating new conventions to be used across a site containing hundreds of sections

#### Emprove Inc.

Lead UI/UX Artist

(Summer 2017 - Fall 2019)

[www.emproveit.com](http://www.emproveit.com)

- Lead designer for both the website and mobile web app
- Created the Style Guide for Emprove
- Made all of the Icons and Navigation flows from concept to production, hundreds of Icons in total
- Worked with Product Team to design the User Experience of all of Emproves' features
- Recreated all of the Emprove features as mobile friendly flows for the mobile web app

#### Salad Company Limited (TH)

Head Graphic Designer

(Fall 2009 - Spring 2012)

[www.salad.co.th](http://www.salad.co.th)

- Lead design in creating company identity and development
- Designed guideline for key visuals and managed a design unit
- Created campaign, shooting and on-screen assets for main clients including: True Corporation, L'OREAL, Vichy, Eukanuba, Iams and 3M