

# Randy Suarez

408.857.4568

/in/randysuarez

www.randysuarez.com

randy@randysuarez.com

Seasoned product designer for over 12 years with diverse experience across product design, brand design, illustration, design ops and leadership, and much more. I am seeking a highly collaborative product design team that I can lead and grow with.



## SmartNews

2020 - 2022

As **Lead Product Designer** on a global design team, I worked hand-in-hand with PM and Eng leads to lead the strategy, scoping, and execution of squad initiatives, specifically focusing on global app redesign & research, newsfeed redesign, and our social community. I am also responsible for building, maintaining, and governing our new design system, built from the ground up with a fully resourced team. As an assistant manager, I partnered with design ops and played a key role in growing our team 5x in less than a year, started a design intern program that led to a full time hire, and implemented countless processes and workflows company wide.



## Bleacher Report

2016 - 2020

Being the first **Senior Product Designer** hire on the new product design team, I was largely responsible for the app redesign and rebrand effort. On top of rebranding and redesigning an already successful sports app, we layered in features like gambling, and a full-fledged social community for sports fans, built from scratch, including reactions, comments, and direct messaging. This entailed working closely with squad leads to define, scope, and execute focus area roadmap and strategy. I was also responsible for building the design system to help accelerate shipping velocity for our growing team, which was critical as we scaled from 2 to 11 designers.



## Yahoo

2015 - 2016

As an **Art Director**, I was responsible for the design and direction of various campaigns to support daily social marketing and internal initiatives. My work was primarily focused around producing key assets used for DFS (Daily Fantasy Sports) animated social campaigns, and illustrations and graphics to support Yahoo! Daily News social posts. This required constant cross-functional collaboration with marketing teams, and sharing work in weekly design critiques with the extended design team.



## StubHub

2013 - 2014

Being the **Lead Visual Designer** on the brand marketing team, I guided art direction for all marketing campaigns, producing key assets used on the website homepage & landing pages, social media posts, targeted ads & email marketing, OOH (Out of Home) stadium & arena signage, design & graphics for ticketing offices, and live event branding/graphics/illustrations used for events such as our Super Bowl hospitality event that hosted over 10,000 customers each year.

## Education



### San Jose State University

2009 | San Jose, CA

#### BFA: Animation/Illustration

Storyboarding, Illustration, Graphic Design, 2D Animation, 3D Modeling & Animation, CAD, 2D concepts, Film and Photography, Acting,

## Skills

UX / UI Design  
Product Design  
Design Thinking  
User Research  
Visual Design  
Animation/Motion  
Prototyping  
Art Direction  
Brand Design  
Storytelling

## Toolstack

Figma  
Sketch  
Adobe XD  
Principle  
Protopie  
Flinto  
After Effects  
InVision  
Adobe CS  
Lottie  
Zeplin  
Notion  
Slack  
Basecamp  
Trello  
G Suite  
JIRA  
Storybook  
Zeroheight  
GitHub