

# TOM MANNING

mrtommaning@gmail.com  
510.316.6477

## EDUCATION

Yale University School of Art  
New Haven, CT (2005—2008)  
MFA in Graphic Design  
Awarded the Mark Whistler Memorial Prize  
Awarded designation of School Marshal for  
Yale School of Art Class of 2008

Occidental College  
Los Angeles, CA (1995—1999)  
BA in Art History and the Visual Arts  
Cum Laude graduate

Art Center College of Design  
Pasadena, CA (1997—1999)  
Exchange program with Occidental College

Trinity College Dublin  
Dublin, Ireland (1997)  
Study abroad student

## SKILLS

Proficient with Adobe InDesign, Illustrator,  
Photoshop, After Effects; Power Point,  
Keynote.

Design research, workshop facilitation,  
writing, storyboarding, character design.

## REFERENCES

Available upon request.

## SUMMARY

Creative director with a rich history of working in a variety of areas, including user experience, design research, print, web, and mobile design, and branding.

## EXPERIENCE

### Contractor (July 2016—Present)

Creative direction, UX guidance, consulting, facilitation, and teaching. Clients include Amgen, Bayer, Copenhagen Institute of Interaction Design, Gap Inc, IDEO, Intel, Jonathan Safran Foer, Harper Collins Publishers, Little Brown Publishers, NetJets, Sony/BMG.

### Senior Manager, UX and Design Strategy, Amgen (May 2015—July 2016)

Focused on driving world-class user experience for Amgen Digital Health's key new products and capabilities.

- Helped research, design, and bring to market the Neulasta Onbody Injector and companion app, which has exceeded to-market expectations by 18%
- Oversaw various design and research vendors working with Amgen Digital Health and cross functionally to brand, marketing, and other internal teams
- Was used as internal consultant for Amgen Digital Health and marketing leadership in US and Europe to help define and align on process, design strategy, and the incorporation of design thinking within Amgen

### Principal UX Designer, GE Healthcare (October 2013—February 2015)

Provide creative direction and oversight to GE Healthcare teams developing new products. Advocate and educate design thinking and UX best practices within GE Healthcare. Partner with key GE Healthcare product teams to help bring clarity and strength to emerging products by identifying user needs, opportunity areas, generating interactive demos, and design iterations to better articulate what would translate into adoption within the healthcare space. For such partnerships, my role is to:

- Draft Statement of Work between the design team and Product Manager, generate project plan, scope, and resourcing model
- Operate as creative lead
- Facilitate internal meetings, ideation sessions
- Draft, plan, and execute design research trips within the healthcare space, oversee research synthesis and share out
- Partner with external vendors, providing oversight as needed

### frog (February 2010—October 2013)

#### Associate Creative Director (July 2013—October 2013)

#### Principal Designer (July 2011—July 2013)

#### Creative Director of Marketing (February 2010—July 2011)

- Built and led multi-disciplinary teams consisting of visual, industrial, and interaction designers; design researchers, strategists, and technologists.
- Manager of three direct reports, tasked to mentor the San Francisco visual design group. While Creative Director of Marketing, manager of six direct reports across three studios.
- Worked within a wide variety of sectors including healthcare, financial services, consumer products, and retail.
- Clients include Chase, GE, Google, HP, Hyatt, Merck, PwC, Sony, UNICEF, and Westfield.
- Previously responsible for overseeing and directing the visual expression of the frog, Aricent, and Aricent Group brand globally.
- Oversaw the redesign of frogdesign.com, and implementation of the frog, Aricent, and Aricent Group 2011 rebrand.
- Art Director of *Design Mind* magazine, frog's award-winning thought leadership platform.

### 1999—2005

#### Filter Magazine, Art Director (2002—2005)

#### MRM Worldwide/ Zentropy Partners, Associate Art Director (1999—2001)

### Comic Book Creator (1999—present)

*Runoff* (2000—2015): creator, writer and illustrator of this critically acclaimed comic series.  
*RACECAR* (1999): publisher, creator, writer and illustrator of the 210 page graphic novel.