Anthony Conta

Product Design Leader & Educator

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About

I'm a design leader with 10+ years of experience across education, entertainment, and games. I'm a published design author, board game inventor, and design thinking educator passionate about mentorship, interactivity, and user engagement. I strive to make compelling, easy to understand experiences that are engaging and fun.

Experience

Various • Adjunct Professor of Product Design   SEPT 2020 - PRESENT

I work with various accredited institutions (including Pratt, CUNY, and upGrad) to deliver curriculums consisting of thousands of hours of lessons. My content covers UX/UI Design, Product Design, and Visual Design and has been taught to hundreds of students globally.

Amazon • Senior Product Designer   AUG 2022 - PRESENT

Lead designer of music, video, and immersive experiences for Amazon Music across native phone, web, and TV. I own the now playing screen of our product and have delivered new content types, UI refreshes, and brand new functionalities for our millions of customers.

Vimeo • Senior Product Designer   AUG 2021 - JUL 2022

Led discovery, conceptualization, prototyping, testing, and delivery of features across Vimeo's live streaming ecosystem. Accomplishments include the design of an interactive onboarding experience that increased upsell interest in our core product by 200%.

Discovery • Senior Product Designer   FEB 2020-AUG 2021

Led the design of native mobile and responsive web experiences for Food Network and its 35 million monthly users. Accomplishments include four Webby nominations, two Webby Awards, and a 30% increase in revenue based on key product launches.

Kaplan • Product Designer   FEB 2019 - FEB 2020

Led end to end design of educator and administrator experiences on a white label, SaaS learning product called Atom. Accomplishments include designing a new reporting suite that was adopted across the entire organization.

Freelance • Product Designer   AUG 2018 - FEB 2019

Facilitated design studios, interviewed users, and designed digital experiences for various clients, including BCG and PwC.

Nickelodeon • Interactive Producer   JUL 2016 - MAR 2018

Led the creative vision and UX of 20+ digital interactive videos for children, working with global brands including Blues Clues.

Urban Island Games • Founder   DEC 2012 - MAR 2016

Invented, crowdfunded, and sold $200,000+ worth of original, new games to publishers, including Mattel.

Skills & Software

Figma, Sketch, Jira, Microsoft Office, User Interviews, Affinity Mapping, Personas, User Journeys, Usability Testing, User Flows, Site Maps, Wireframing, Prototyping, Gamification, Game Design, User Experience Design, Visual Design, Interaction Design, Motion Design

Education

Binghamton University • M.A. Financial Economics | B.S. Quantitative Economics | B.A. Mathematics

Mentorship

DesignLab • Mentor / **ADPList** • Mentor / **IDF** • Mentor / **General Assembly** • Alumni Ambassador / **UX Collective** • Contributor
Author • The Art and Science of UX Design: A step by step guide to designing amazing user experiences (Pearson, 2023)