TOBI BISIRIYU

Experience Designer with a focus in interaction and service product design.

EXPERIENCE

Apple   2017- Present

Experience Designer - Interactive Retail
UX for the Interactive Retail commerce design team within the Global Marketing and Communications group at Apple.

Worked with and was a principal part of an amazing group of Experience Designers that focus on the user experience for customers across Apple digital touch points, including Apple.com, the Apple Store App, WeChat, and the interactive experiences within our stores.

Notable product releases: Apple Watch Series 5, Apple Watch Studio, Apple TradeIn Program, Apple GiveBack, Apple Music, iPad Pro, and in-store experiences for the Beats by Dre imprint.

Fetti   2019- Present

Founder, CEO, Head of Design
Fetti is a youth-centric startup and brand that optimizes the experience of discovering and interacting with collegiate nightlife events.

In addition to designing and developing the entire Fetti mobile app experience from ideation to market, I'm leading a team of 10+ marketers, engineers, and content strategists to scale and growth hack all of our digital platforms.

Managed Fetti team, product, and partnerships to reach 4,700+ app downloads in less than 24 hours of product launch and 76% of the undergradute body on social media.

Startup and Freelance   2012- 2018

Postmates
Experience Designer on the team that led product strategy for Postmates Party, an interactive feature where you can order from trending restaurants in the area within a five-minute window in real time.

The Walt Disney Company
Interaction Designer working with a the Disney Interactive team to work on the mobile experiences for a children's based streaming service. This work helped shape aspects of the design process for Disney's new streaming platform, Disney +.

The Creative Agency
"The Creative" is a digital agency that builds delightful experiences for local LA startups. These young companies have gone to generate millions in funding and revenue. Working closely with designers, engineers, and strategists to ship high quality experiences to a global audience.

Hi Dev Mobile
I worked a UX Engineer with the Hi Dev Mobile development team to create experiences and platforms for companies such as Snapchat, IBM, & Apple.

CONTACT

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SKILLS

Design:
Product Strategy
Experience Design
Interface Design
Service Design
Commerce Design
Youth Centric Marketing
Product Management
Rapid Prototyping
Adobe Creative Suite

Engineering:
HTML
CSS
Python

PRESS

Forbes
Huffington Post
New York Times
Business Insider
Refinery29
The Verge
CNBC

EDUCATION

University of Southern California   2019- Present
M.S. Human Centered Design

University of Southern California   2017 - Present
B.A. Design with emphasis in Product