

# TONY DAUSSAT

"Lead with a teacher's heart and a student's mind." I live in a restless pursuit of knowledge and believe that every mentee is a mentor's greatest mentor.

## CONTACT

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## SPEAKER / MODERATOR

Big Design Conference  
Austin Design Week  
Dallas UX  
DBU Tech Talks  
UNT Ignite  
Design Hill  
Mobile On-Air  
AIGA DFW

## PODCASTS APPEARANCES

Pathways to Success  
Design Huddle  
Who is it for?  
Two Red Chairs  
Design MBA  
Discovering Design  
One Last Thought  
The Design Hours

## INSTRUCTOR / MENTOR

Southern Methodist University  
Dallas Baptist University  
HiredUX  
ADPlist.org

## EDUCATION

Marymount Manhattan College,  
BFA '04.

## MANAGING EXPERIENCE DESIGN STRATEGIST

***Bottle Rocket (Ogilvy Experience) // 2018-Now***

Managed a team of Experience Designers working across a myriad of verticals from QSR/Restaurant, Hospitality, and Entertainment, to FinTech, Automotive and Healthcare. Empowered my team with anatomy and reinforced a learning culture. Mentored their career goals as well as project needs.

Lead the facilitation of pitch meetings, discovery sessions, design reviews and working sessions with exacting stakeholders from some of the world's largest brands. Guided the product vision and crafted the experience for dozens of digital products now in the hands of millions of people.

Creator and Co-Host of the organization's podcast, Liff-off by Bottle Rocket, garnering listeners in over 150 countries.

## DIRECTOR OF UX

***Aperia // 2017-2018 and 2015-2016***

Established the organization's first design department with an international team of 10 designers from the ground up. Mentored designers, provided a cadence for 1-on-1 meetings, and design reviews.

Introduced the organization to design-thinking, fostering team norms, and championed the overall shift to an agile workflow. Facilitated discovery and design work-sessions with designers, developers, business strategists, and c-suite in order to identify product opportunities, establish KPIs, OKRs, and drive forward innovation.

Designed a suite of mobile and web products in the Fintech space. Created a design system stable enough to scale, yet flexible enough to adapt to millions of user's evolving needs, and billions in transactions.

## SENIOR UX DESIGNER

***Sabre // 2016-2017***

Part of the design trio inside the Traveler Experience team behind TripCase, an itinerary management app with millions of downloads. Worked across competencies to elegantly implement new business initiatives.

Evolved brainstorming, testing, design updates and irritations on the product GetThere--the world's leading corporate travel booking tool used by companies such as: Apple, 3M, Nike, Amazon, and many other Fortune 100 and 500 companies.

## CREATIVE DIRECTOR

***LoveStyle Inc // 2013-2015***

Designed the digital experiences, e-commerce, and marketing collateral for celebrity Chef Tim Love's entire culinary enterprise. Managed a lean team of four in design, social, and development.

## CO-FOUNDER | HEAD OF DESIGN

***Leek Media // 2010-2013***

Brought to life two unique entertainment websites. Developed long term and short term content and business strategies, worked cross functionally with developers, designers, and content writers. Within 2 years, the company grew from two people in a basement, to a team of 100+ people. Learning fast, failing faster, and quickly dusting off in the lightning-paced, multi-hat-wearing startup environment.