

# Tom Foley

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Portfolio @ [www.foleymarq.com](http://www.foleymarq.com)

## Experience

Aug '12 - Present **Modus Agency** (New York City) – **User Experience Lead**

- Lead client engagements with companies including: MetLife, ADP, Moody's, Fireman's Fund.
- Deliver hands-on User Experience work: research, user testing, concepts, and wireframes.
- Manage projects from end-to-end: research, user testing, wireframes, design, and development.

Nov '10 – Mar '12 **HealthTap** (Palo Alto, CA) – **Product Manager**

- First Product Manager at company – equity stakeholder
- Brought company from initial Angel funding to \$12M Series A funding round
- Defined product vision and direction through user testing and multiple product iterations
- Managed end-to-end product pipeline from concept to launch for 3 complete site launches
- Designed UI/UX and provided art direction for simultaneous mobile and web products.
- Provided written specs, wireframes, and other documentation for all product releases
- Managed overseas and domestic development teams

Aug '06 – Nov '10 **Weightwatchers.com** (New York City) – **Creative Lead & Sr. Web Developer**

- Creative Lead on high profile interactive projects
- Senior Flash Developer - ActionScript3 (AS3), Object Oriented Programming (OOP), Video, Animations, Web Services
- Worked with Flex team on Plan Manager (Core Planning App) - skinning and programming
- Creative liaison to Engineering Department

Jun '99 - Present **Foleymarq Designs** (New York City) – **Freelance Web/Print Design**

- Provided design and development solutions for clients including: Pfizer, Merrill Lynch, and The College Board.

## Education

1997 - 2001 **University of Vermont** (Burlington, VT)  
Bachelor of Science in Marketing

2001 **Globix** (New York City)  
Advanced Certification in Flash & Photoshop

## Awards & Skills

2013 **Communicator Awards**  
Interactive Multimedia — Corporate Image Winner

2013 **Communicator Awards**  
Online Advertising and Marketing — Rich Media B2C Winner

2008 **Flash Forward Award** (San Francisco, CA)

## Expertise

UX, UI, Product Management, Creative Direction, Web Strategy, Web Development

## Applications

Adobe Creative Suite, Axure, OmniGraffle, InVision, Microsoft Suite

## Languages

ActionScript, CSS, HTML, XML, JavaScript