

# Tommy Claffey

**Product Designer | UX/UI Designer**

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AI-driven Product Designer experienced in leading end-to-end design from research and ideation through high-fidelity UI, prototyping, and scalable design systems. Proficient in Figma, Adobe Creative Suite, and Claude, with a track record of delivering engineer-ready designs for seamless design-to-development handoff. Leverages AI to accelerate ideation, wireframing, high fidelity designs, workflow automation, and design systems using reusable components, variants, and design tokens.

## WORK EXPERIENCE

**UX/UI Designer | Digital Experience Designer**      **09/2023 - Present**  
**12 Tribes Media**      **Detroit, MI**

- Designed end-to-end digital and UX experiences for 5+ clients across nonprofit, education, e-commerce, and real estate, leading each engagement from discovery through high-fidelity delivery in Figma and Framer
- Designed and launched the end-to-end e-commerce platform for Detroit Collective, a worship band signed to a major label, covering storefront UX, product drop workflow, and conversion- focused landing pages
- Translated user needs and stakeholder goals into wireframes, prototypes, and production-ready designs through structured feedback loops across four industries

**Creative Director | UX/ UI Designer**      **10/2024 - 07/2026**  
**Rock Church**      **Ira, MI**

- Designed a full UX-driven digital and brand redesign, applying interaction design, web development, and visual design to drive a 20% increase in user engagement in the first year
- Restructured homepage information hierarchy to surface primary interaction design, web development, and visual design to drive a 20% increase in user engagement in the first year
- Built a scalable design system from the ground up, standardizing component libraries and interaction patterns across web, social, and broadcast
- Engineered AI-powered automations with Claude connecting Notion, Asana, and Slack, eliminating manual handoffs and reducing production workflow time an estimated 40%

## SKILLS

- Product Design
- User Experience (UX) Design
- User Interface (UI) Design
- Human-Centered Design
- Interaction Design
- Information Architecture
- User Research
- Usability Testing
- Wireframing
- Prototyping
- High-Fidelity Design
- Visual Design
- Responsive Design
- Design Systems
- Design Tokens
- Component Libraries
- Component Properties
- Component Variants
- Design System Architecture
- Developer Handoff
- AI-Assisted Design
- Workflow Automation
- Front-End Development
- Agile

## TECHNICAL PROFICIENCY

- Figma
- Adobe Creative Suite
- Framer
- Webflow
- Claude
- HTML5
- CSS3
- Notion
- Asana

**Creative Director | Digital Experience Designer**  
**Oakland Church**

**03/2023 - 10/2024**  
**Rochester, MI**

- Designed across web, visual identity, and cross-channel communications, delivering consistent user-centered experiences at every touchpoint.
- Designed and implemented a creative workflow system that standardized design request intake and fulfillment, reducing friction and improving output quality across a team of five
- Coached and developed a creative team of five, establishing clear design standards and processes that elevated team performance and output consistency

**Marketing Director**  
**The Living Group**

**07/2018 - 08/2022**  
**Irvine, CA**

- Designed and built the company website end-to-end, owning structure, visual design, and development.
- Built a deep understanding of customer behavior and the full user journey through direct client engagement and data-driven campaigns, forming the empathy-driven foundation of current UX practice
- Implemented and optimized CRM systems to centralize client data and improve pipeline efficiency, an early application of systems thinking and workflow design

**EDUCATION**

**B.S. in User Experience**

***Arizona State University***

GPA: 4.33

Summa Cum Laude | Dean's List

Focus: User Centered Design

01/2023 - 05/2027

**Associate of Arts**

***College of the Canyons***

GPA: 4.33

09/2009 - 06/2013