



Carina Tous

Award-winning designer & leader with 15 years of experience in web, iOS, Android, and OTT products

www.carinatous.com

hello@carinatous.com

EXPERIENCE

2024-Current

Apple – Freelance Designer

Created component logic, strategy, and a design template within Apple's design system for use in the AppleTV ecosystem.

Various – Freelance Designer

Designed for various clients, which spanned from branding work to book cover design.

2020-2024

Paramount – Lead Product Designer

Managed and led design for web, iOS, Android, and OTT products for CBS News, including stakeholder management and redesign initiatives.

2019-2020

AKQA – Sr. Product Designer

Designed a responsive design system for Mayo Clinic in an agile environment.

Huge – Sr. Product Designer

Worked with Chase to update and improve their mobile app experience for Chase Credit Journey in a rapid iterative process.

Wizards of the Coast – Designer

Designed branding, packaging, and rulebook for The Great Dalmuti. Designed the new logo for The Legend of Drizt, as well as the line look for the new Drizt book covers.

EDUCATION

2011

Ringling College of Art & Design

BFA, Graphic & Interactive Communication

SKILLS

Product Design, Design Systems, Design Thinking & Strategy, User Flows and Journeys, Wireframing, Prototyping, QA/UAT, Stakeholder Management, Presentations & Public Speaking, Art Direction, Mentoring

Figma, Sketch, Adobe Suite, Atlassian/JIRA/Confluence, Slack/Teams, etc

Fluency in Swedish
Intermediate Japanese

2015-2019

360i – Lead Product Designer

Designed and led products across web and app platforms from conception → QA and beyond. Some clients included: Nestlé, Kellogg's, MINI Cooper, Hanes, and Canon.

2013-2015

Warner Music Group – Sr. Product Designer

Designed several 0→1 web-based financial apps within an agile environment, with the larger intent of building SaaS.

2012-2013

Tribal DDB – Product Designer

Designed a responsive website for a private investment firm within a larger team.

Situation Interactive – Product Designer

Designed features for responsive web, mobile apps, and social media. Some clients included: Disney, Wicked the Musical.

2011-2012

MRM Worldwide – Designer

Designed and implemented improvements to desktop and mobile sites for various clients. Created assets for pitch work.

AWARDS & PUBLICATIONS

2018-2019

Road & Track Magazine
Men's Health Magazine
GQ Magazine

2014-2016

MTV's Teen Wolf Season 5 DVD Design & Promotional Key Art
MTV's Teen Wolf Season 3 DVD Insert Art

2012

Print Regional Design Annual
InHOWse Outstanding Achievement Award
Gold ADDY
CASE Award of Excellence
HOW International Design Awards