

TSEGA DINKA PRODUCT MGMT

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July 12 - Present ***Dir. of Product (TopFloor, Gumhouse Inc.)***

As Head of Product, I've worked with a core team of engineers to launch our flagship e-commerce website, <http://topfloor.com> from concept to finish within 2 months. This has included defining all aspects of the website through collaborations with the leadership team, documentation product direction, production of balsamiq wire frames and UI design deliverables.

January 11 - July 12 ***Product Manager (Social Gaming Network)***

As the lead Product Manager for the MindJolt Facebook app, I worked across teams to define the products roadmap, conduct AB tests, launch new features and utilize analytics for insight into user behavior and usage patterns.

September 09 - January 11 ***Senior Staff Product Manager (Myspace)***

I worked with a team of designers and developers to evolve the status update and sharing products including the development of a sharing bookmarklet, posting of photos and links from the status update tool. I also managed the rollout of new user registration as part of Myspace's redesign.

October 08 - September 09 ***Senior Designer (Tsavo Media)***

As the Senior Designer, I worked closely with the VP of Product & Design, Director of Content and Dev. teams to concept, design, and release a network of publishing properties targeted towards various online demographics. Once released, I continued to evolve these sites based on research and internal feedback. I was also the lead designer on our Daymix Portal (daymix.com), the front door to our portfolio of sites.

April 08 - October 08 ***Senior Web Designer (Spotrunner.com)***

As a Senior Web Designer at Spot Runner, I was involved in the concepting and design of several advertising media & campaign management tools. Collaborating with product managers, information architects and front-end developers, I created functional prototypes which were used for client demos and development planning. I also designed portals targeted towards the jewelry industry and other advertising partners.

August 05 - April 08 ***Senior Designer (Ticketmaster.com)***
Designer (August 06-07) , Production Artist (August 05-06)

In the Senior Designer role at Ticketmaster, I designed two user driven products, the MyTicketmaster and the Customize My Alerts pages. My roles on these projects included designing the layout, interface and user interaction. Working with a team of front-end & back-end developers, we tested and released products which now provide a richer user experience.

August 04 - Present ***Owner/Web & Print Designer (Tsegadinka.com)***

I have designed & built websites, created logos, music packaging and marketing materials for clients in Los Angeles, San Francisco, New York, Chicago and Portland. These opportunities have not only allowed me to develop as a designer thinker.

SOFTWARE

Adobe Creative Suite, Macromedia Flash, OmniGraffle Pro, BBEdit & MS Office

CODING LANGUAGES

XHTML & CSS with some Actionscript, Javascript, AJAX & PHP

OPERATING SYSTEMS

Mac OS X (preferred), Windows XP

EDUCATION

Virginia Commonwealth Univ.
Bachelor of Fine arts
Communication Arts & Design
Photography (minor)

UCLA Extension

Intro to Macromedia Flash MX
Focus on Action Scripting

INTERESTS

» *Online*

Technology, Information Architecture and Typography, UI and UX design, Social Networking, New Media

» *Offline*

Music, Painting, Street Art, Hiking, Photography, Graphic Design, Furniture Design, Modern Architecture & beauty