

TOM DALY

PRODUCT DESIGNER & MANAGER |

Web

Mobile

Hello, my name is Tom. I'm a passionate product design leader with 10+ years experience focused on creating beautiful, useful and memorable experiences for consumer internet & mobile applications. For the past six years I have helped to make House Party, Inc. the successful in-home marketing platform it is today, with over 700,000 registered members and a client roster that includes SONY (Playstation Move), Microsoft (Windows 7), Kraft Foods, Hershey's, The History Channel and many more.

Some might say I've got an unhealthy appetite for learning new things. Others might say that I'm the person they come to for a solution. I'd say they're both right. My learning circles are wide and deep, covering a large area ranging from user experience design to management theory. My strategic thinking is always rooted in the needs of the business combined with those of the wonderful people that actually use the product each day. I'm as comfortable in a client meeting as I am sitting with hard-core programmers and have traditionally been the one to translate human-speak into tech-speak and visa versa.

You can see where my mind likes to live on my blog:
<http://prettyuseful.squarespace.com>

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