

Anthony S. Boyd

Product Service Designer | Los Angeles, California

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I design purposeful experiences that empower and connect people across every touchpoint, blending creativity, empathy, and discipline into solutions that inspire. Background in fashion design, U.S. Army Reserve, IMDb Creative Studio, and founding OurnAI.

EXPERIENCE

Founder & Product Designer, OurnAI

Nov 2024 - Present | Valencia / Los Angeles, CA

- Lead product vision, UX, and early-stage strategy for a platform that helps people create AI-driven solutions.
- Shape design, partnerships, and go-to-market while defining how people and companies interact with intelligent tools.

CX Visual Designer, IMDb / Amazon

Jun 2021 - Apr 2025 | Los Angeles, CA

- Designed interactive advertiser and studio experiences across IMDb properties with Creative Studio, design technologists, program managers, sales, QA, and AdOps.
- Crafted high-performance video products and campaign systems for entertainment brands.
- Specified end-to-end interactive units in Sketch and Figma for multi-device shipping.

Amazon UX Design & Research Apprentice, IMDb / Amazon

Jun 2021 - Jul 2022 | Los Angeles, CA

- Completed a 12-month program covering research, UX, visual and interaction design, IA, usability testing, and data-informed design.

Customer Experience Designer, Elites Class

Sep 2020 - Oct 2020 | Los Angeles, CA

- Redesigned the nonprofit LMS website for underrepresented students ages 13-18: onboarding, landing pages, navigation, and CTAs.

Product Development Assistant, Active Apparel Group

Jan 2020 - Jun 2020 | Culver City, CA

- Managed development trackers, private-label setup, tech packs, and BOMs; QCed fit samples and factory timelines.

Sr. Freelance Womenswear Designer, Yi Zhou Studio

Oct 2019 - Jan 2020 | Los Angeles, CA

- Designed seasonal collections, mood boards, tech packs, and CADs; briefed vendors on sampling timelines.

United States Army Reserve

Feb 2010 - Oct 2019 | Los Angeles, CA

- Strength management, travel authorizations, and soldier development across process, pay, promotion, and awards.

EDUCATION

Certificate, Graphic Design, Shillington Education (2023)
Certificate, AI / Machine Learning, MIT xPRO (2023)
Certificate, User Experience & Visual Design, School of Visual Concepts (2021-2022)
Certificate, UX / UI, General Assembly (2020)
A.A., Apparel Industry Management, FIDM (2012-2013)
B.F.A., Fashion Design, IADT (2006-2009)

SELECTED WORK

- Vehicle Onboarding App - voice, safety, and family profiles for new EV owners (Aria voice prototype).
- Paramount+ Lioness - interactive IMDb video wall for a series launch.
- Modular design system - Figma system producing branded PDFs for asynchronous stakeholders.
- StudioCanal Maria - UK Video Wall 2.0 for a prestige film campaign.

TOOLS

Figma, Sketch, Miro, Adobe Illustrator, Photoshop, After Effects, Adobe Aero, Framer, Modo, ChatGPT, Midjourney, Sora, Kling, Google Whisk