Anthony J. Loria

Product Designer

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EXPERIENCE

Founder & Product Designer • Bananify Creative

2006 – Present • Rochester, NY • bananifycreative.com

- Lead end-to-end product design and development—own roadmap, conduct user research, collaborate with clients and stakeholders at all levels, and ship from discovery through launch
- Designed SwiftDocs, a GxP-compliant document management platform—defined information architecture, built component systems, and developed the front-end in React
- Built Grizzly Prime end-to-end: marketing site, native iOS app, React admin dashboard, and driver app with Stripe integration—balanced interconnected user flows across platforms
- Designed Wellie, a native iOS app for dog wellness featuring activity dashboards, health metrics, and behavioral tracking systems
- Developed Doji from concept to MVP—conducted customer discovery with beginner traders, defined product strategy, and designed a social trading platform with AI-powered watchlists and credibility systems
- Deliver brand identity, websites, and applications for small business clients, owning full project lifecycle from pitch to launch

Content Designer • Novo Nordisk

Nov 2025 – Present • GxP Compliance & Patient Safety • Contract via Kelly Services

- Apply user-centered design principles to GxP documentation, partnering with SMEs and cross-functional teams to create clear information architecture for compliance workflows
- Use Descript to edit and produce video content for internal training and communications

Principal Content Designer • Organon

Dec 2024 – Nov 2025 • Contract via AllSource PPS

- Led content design process across multiple products, aligning UX writing with user needs and business objectives
- Defined content strategies, guidelines, and standards; collaborated with product, engineering, and leadership to create cohesive, accessible experiences

Senior Product Designer • Teva

May 2023 – Dec 2024 • Contract via Infotree Global Solutions

- Built and managed SharePoint-based training platforms used across global teams, owning products from concept through ongoing iteration
- Collaborated with global stakeholders on technical scope and design specifications; provided visual design direction to align deliverables with brand standards

Product Designer • Pfizer

Jan 2013 – Apr 2023 • Contract via Advarra 2013–2021, Employee 2021–2023

- Created and managed multiple SharePoint-based web products used as training resources, leading each from concept to launch and owning ongoing maintenance for several years
- Presented design strategies to stakeholders and senior leadership; partnered with SMEs across departments to gather requirements and align on project scope

SKILLS

Design: Product Design, UX/UI Design, Visual Design, Interaction Design, Wireframing, Prototyping, Information Architecture, Design Systems, Responsive Design, Brand Identity

Research & Strategy: User Research, Competitive Analysis, Usability Testing, Journey Mapping, Product Strategy, Content Strategy, Requirements Gathering

Tools: Figma, Sketch, Descript, Adobe Creative Suite (Photoshop, Illustrator, XD), Xcode, VS Code, Cursor, Git, Jira, Notion

Prototyping & Development: Ship functional iOS and web apps using AI-assisted development (Cursor, Claude Code, Codex), HTML/CSS, React, Swift/SwiftUI

EDUCATION

Certificate in User Experience Design
Cornell University • 2024

Certification in Technical Communication
Rochester Institute of Technology • 2008

B.S. in Communications, Minor in Business Administration
SUNY Brockport • 2006