

ANTONIO SANCHEZ

Product & UI Designer / Frontend Developer

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SEG 01 PROFILE

Product designer who ships production code. Twenty years designing for iHeartRadio and iHeartMedia — from corporate branding and co-brand sponsorships to landing pages, campaign sites, and component systems used across the corporate family. I explore directions as working pages, converge through iteration, and deliver validated, brand-true frontends with no handoff loss.

SEG 02 EXPERIENCE

UI Designer

2018 — PRESENT

iHeartMedia Corporate

- **Advertise-page lead generation** — audited the form experience, ran a Roku-vs-iHeart competitive analysis, and shipped a multi-option prototype with CRM routing, TCPA compliance, and smart defaults — delivered with a regression test suite.
- **NBC News Radio / NBC News NOW** — designed and built a one-page marketing site with dual dark-cinematic and light-editorial themes and an interactive Web Audio hero, inside NBC's brand constraints.
- **iHeart B2B landing-page system** — explored multiple design directions through an iteration series, shipped the converged page, and extracted reusable components including a CSS-only segmented navigation.
- **Read Loud** — designed a co-branded literacy fundraising donation page for iHeartMedia x Dollar General Literacy Foundation, balancing two brand systems around a single conversion goal.
- **Design and frontend across the iHeartMedia family** — the iHeartMedia.com corporate flagship, Premiere Networks (the #1 radio network), Total Traffic & Weather Network (2,300+ stations), and Triton Digital (global audio ad-tech). Plus site audits and campaign microsites.
- Additional shipped work: Elton John Impact Awards campaign site (live), Spreaker marketing site (multi-page), Edison Research *Share of Earevent* page, political advertising landing pages, Cannes Lions activation site, Eloqua email templates, internal tools.

Digital Designer / Project Manager

2015 — 2017

iHeartMedia Corporate

Carried projects across the full design process — conceptualization through development, content creation, and sales & marketing — working directly with internal teams and client stakeholders.

Sr. Designer

2004 — 2015

iHeartRadio

Corporate branding and co-brand sponsorship design across iHeartRadio media platforms.

SEG 03 CAPABILITIES

DISCOVERY & RESEARCH

Product & accessibility audits · moderated user testing · information architecture · design thinking

UX DESIGN

User flows & journey maps · personas · sitemaps · wireframes & prototyping · modular component systems · content & data modeling

VISUAL DESIGN

Styleguides · atomic design · high-fidelity layouts · typography · motion

BUILD

Semantic HTML · CSS & Sass · JavaScript · accessibility · Bootstrap 5 · GSAP · Web Audio API · Webflow · Pinegrow · Eloqua

PROCESS

Multi-option exploration · iteration series · validation-first delivery · reduced-motion & a11y support

SEG 04 BRANDS SERVED

- iHeartMedia · iHeartRadio
- NBC News Radio / NBC News NOW
- Premiere Networks
- Dollar General Literacy Foundation
- Edison Research · Critical Mass Insights

SEG 05 EDUCATION

- AA, Computer Science — Los Angeles City College, 1999
- Adobe Certified