Dan Simon - Interface and Experience Architect

www.dansimondesign.com
dansimon30@gmail.com
Ridgefield, Nj. 07657
517 • 410 • 1362

Experience Profile: Interaction and Visual Designer

I design for people. I am an experience and interface lead designer focusing on discovering user challenges early in the process with the highly crafted methodology I have developed. This bespoke method is integral to the agile process and essential to delivering a more accurate, human-centered, first iteration product.

In my recent roles I have not only developed the design methodology, BLUEPRINT: UX, but have also solidified a deep specialization in visual design, broadened important skills in interaction design and employed design thinking more and more in my user research efforts.

My T-Shaped Skill Set

INTERACTION DESIGN

UX DESIGN

VISUAL DESIGN

" *Deep specialization in Visual Design and broad knowledge in Interaction Design and UX Design* "
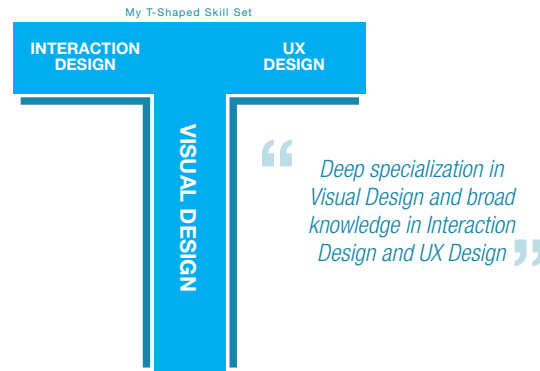
BLUEWOLF GLOBAL CONSULTING
A Salesforce consulting agency focused on helping their clients get the most out of their Salesforce investment.

UX / UI Design Lead   March 2014 - Current
User Experience, User Interface, Visual Design, Design Practice Management

• Design and iteration of the BLUEPRINT: UX methodology for the design process in agile scrum

• Design and manage feature roadmaps of design items for Beta, GA and Point releases

• Develop User Experience and User Interface with a focus on meeting user challenges and ease of use in cloud based applications

• Bridge the gap between design and development by implementing a custom visual language

• Requirements gathering and discovery, user interviews and competitive analysis for new and existing product features

• Assist Product Owner as a sort of copilot in backlog prioritization, requirements gathering and definitions of user stories

NEXT LEVEL WEB STRATEGIES
A lead generation boutique for small law firms including custom web and video services.

Sr. Visual Designer - User Experience Designer   January 2013 - February 2014
UI/UX, Wordpress, Project Management, Client / Vendor Management, Mentoring

• Lead, guide and coach junior, mid and senior level designers to accomplish custom website designs and brand Identities

• Design bespoke wordpress templates from scratch commanding the user experience and user interface for desktop and mobile

• Design wireframes, and translate them into final designs, communicating with developers and designers

• Manage developers and freelancers in executing project goals of functionality and implementation

• Coordinate with the project manager and sales staff to manage priority projects and tasks throughout the team

• Collaborate with internal senior staff to communicate the intricacies of web design and development

HEADPHONES.COM (Vcom imc)
E-Commerce retailer in the headphone and personal audio space.

Sr. Visual Designer   August 2010 – April 2012
HTML, CSS, UI/UX, CMS, SEO, Wordpress

• Define and police the graphic identity, user interface & interactive experience for company websites including style guides, graphics, CSS styling and functionality

• Email offer creation and coordination with merchant, copyrighting, email list management and offer execution through use of iContact.com

• Email and Facebook page design and implementation, multiple touch point creation and management

• Coordinate with external vendors and service providers to translate Vcom identities into print and digital advertising campaigns including P.O.S. signage, large format print advertising and standard IAB interactive banners

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THE CHILDREN'S PLACE
Children's specialty apparel retailer

Web Designer (contract)   May 2009 - January 2010
HTML, CSS, User Interface, Web Design

- Design web page layout & online content, user interface graphics, icons, and color schemes for existing and seasonal promotions

- Design & production of e-mail campaigns to mirror current seasonal branding, matching in store creative

FREELANCE DESIGN AND ART DIRECTION
On site and remote contract roles leading and delivering design projects

Web / Sr. Designer, Interactive Art Director - Consultant   November 2008 - March 2014
HTML, CSS, User Interface, Email Campaigns, Project Management

- Work with user experience, web developers and project coordinators to integrate functionality necessary for user experience, working from wire frames

- Design, production and list management of HTML newsletter campaigns

- Complete branding and identity packages including P.O.S, trade show signage, digital presence, and brand interaction

HANOVER DIRECT
E-commerce retailer of men's and women's clothing, home decor

Jr. Web Designer, Content Producer   April 2007 - December 2008
Web production, product management, brand translation

- Design and implementation of Domestications Emails, Home pages and Landing pages

- Maintain brand identity through the use of fonts, colors and compositions for various landing pages, product pages and banner ads

- Design and implementation of alternate product views and swatching using HTML and CSS

- Reorganization of processes involving communication between brand level managers and E-Commerce personnel

MARVEL COMICS
Publisher of comic books and other media

Web Production Artist (Contract)   January - March 2007
Web production

- Maximize over 2,000 printed comic books for implementation on the Marvel.com "Dot Comics" section of the web site

- Creating smart panels for over 70 digital comics for their digital implementation on Marvel.com

LANSING COMMUNITY NEWSPAPERS
Local newspaper group publishing 12 weekly newspapers

Print Designer   October 2003 - May 2005
Graphic design, print production

- Build ads, design regular and special sections for 12 local newspapers

- Pagination and page design for weekly deadlines

EDUCATION AND ASSOCIATIONS

Lansing Community College   2003
Associate Degree – Applied Arts & Graphic Design

Noble Desktop - Certificate of completion   2008
HTML, Dreamweaver, Flash, Action Script2.

Salesforce.com Certifications   Current
Salesforce Administrator
Salesforce Developer