

Dan Simon

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EXPERIENCE



Bank of America

2017 - Present

New York, New York | Full-time | Hybrid

Experience Owner (XO): Email Automation Platform

January 2025 - Present

- Built relationships with Technology Managers, Business Owners, Product owners and Feature Leads to plan UX deliverables that enable the product backlog.
- Integrated Lean UX methods with the Agile process resulting in uniting user needs with business needs and synergistic product team operations.
- Identified opportunities for strategic application of UX methods, helping plan application development spanning multiple quarters.
- Own team synergy, processes and best practices, coordinating the team to use design tooling efficiently and solidifying continuity for new team members.
- Orchestrated UX research, future state visioning and key strategic partnerships resulting in secured funding for application development.
- Orchestrate team resources to play to their strengths in project execution as well as upskill.
- Kickstart UX efforts resulting in holistic and proactive system design, seamlessly handing off to team resources.

Agile Transformation Lead

January 2022 - Present

- Agile thought leadership focused on UX, SDLC and SAFe Agile.
- Lead Agile UX transformation conversations at the organizational level, exemplifying a shared service model.
- Distilled complex organizational changes into clear language digestible by non-agilists.
- Empowered UX teams to utilize the power of Jira, standardizing work management processes and tooling.
- Coached UX teams to upskill Agile mindsets, practices and rituals.

SKILLS

User Experience

Rapid Prototyping, Lean UX, Thought Leadership, Strategic Roadmaps, Figma, Accessibility, WCAG,

Research

UX Research, Journey Maps, User Interviews, Heuristic Evaluations, Glassbox, User Zoom

Software

Figma, Sketch, Adobe Creative Cloud, MS Office 365, MS Teams, MatterMost, Discord, Slack, HTML, CSS, Jira, Confluence

Visual Design

Component Libraries, User interface, Creative Direction

Agile

Kanban, Retrospective, Agile Scrum, SAFe Agile, Lean Agile, Strategic Roadmap, Agile Coaching

AWARDS

People's Choice Award: BofA
EXD Innovation Jam: April 2024

People's Choice Award: BofA
EXD Innovation Jam: July 2024

LICENSES & CERTIFICATIONS

- Fostered thought leadership, cultural adoption and shared mindset of Agile principles.
- Supported UX Teams and cross functional UX resources in becoming highly effective and adaptive through Lean Agile UX methodologies like Kanban and retrospectives.

Nielsen Norman Group UX
Certified
(2018)

Program Lead (PL): Legal Portfolio

January 2024 - August 2024

Salesforce Developer
(2014)

- Designed, managed and budgeted client engagements, defining deliverables and milestones based on client need and UX resource availability.
- Roadmapped the integration of UX deliverables into development cycles, identifying dependencies and opportunities for planning.
- Provided thought leadership for the design processes, design thinking, user research activities, UX team tooling and general techniques, improving the robust nature of the UX team.
- Coached a team of cross functional UX Researchers, Experience Owners and Visual designers in Lean UX methodologies and fundamental UX principles of Discovery, Lo-Fi Wireframes and efficient Hi-Fidelity UX Prototypes.
- Coached Product Owners, BAs and Development resources into agile methodologies using JIRA.
- Improved of legacy User Experience across multiple Lines Of Business

Salesforce Admin
(2015)

LANGUAGES

English (Fluent)
Spanish (Novice)

Experience Owner (XO): GHR Jobs Portal

April 2021 - December 2023

- Owned all UX activities and deliverables for the GHR Jobs portal
- Coordinated Visual Interaction Designers and UX Researchers to deliver data driven solutions
- Defined UX roadmap, and runway for multiple quarters acting as Product Owner "Co-Pilot"
- Identified key features and functions, MVP and future state iterations sizing the work
- Secured 2024 funding based on feature roadmap and rollout plan
- Identified and implemented UX integration into the Agile process

Lead Experience Architect: CFT Mercury Platform

July 2019 - April 2021

- Expanded UX practice service offerings to peer business groups
- Defined and implemented client engagement strategies including intake and estimation

- Engagement owner for new initiatives, NPT and opex projects in Client Facing Technology
- Roadmapping and project management for integrating UX into development cycles

UX Design Lead: CFT Mercury Platform

July 2017 - July 2019

- Built and iterated design process with internal UX and development teams
- Implemented design systems and governance using Adobe tools
- Created and supported design review platform in html and css
- Worked with business stakeholders and UX peers to identify and deliver enhancements to Mercury platform
- Agile thought leadership for adoption of Agile Scrum



UX/UI and Web Design Consultant

June 2017 - Jan 2019

New York | New Jersey | Hybrid

- Work with product managers to serve as an advocate for the user, bringing their challenges into the fold of development by helping define accurate acceptance criteria.
- Develop empathy with the user through use of user interviews, surveys, design thinking exercises, personas, journey maps and usability tests.
- Visualize functionality and align with engineering using wireframes.
- Simulate the final product through use of pixel perfect prototypes, sometimes interactive to example the user interaction.
- Bridge the gap between design and development by creating and maintaining brand guides, visual design languages and templates methodologies using JIRA.
- Improved legacy User Experience across multiple Lines Of Business.



Bluewolf an IBM Company

Sr. UX Designer: Sightline ALM

February 2014 - June 2017

- 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.



Interactive Art Direction and Web Design Consultant

October 2008 - March 2014

New York | New Jersey | Hybrid

- 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

EDUCATION

Nielsen Norman Group

Certification User Experience

2018

School of Visual Arts - New York, New York

Certificate of completion: HTML, ActionScript, Flash, Dreamweaver

2008

Computer graphics classes in HTML, ActionScript, Flash and Dream Weaver enabling me to utilize and enhance my professional executions with todays industry standards.

Lansing Community College

Certificate of completion: Sequential Illustration

2005

Lansing Community College

Associates of Applied Arts: Graphic Design

1998 - 2003