SAALIK SIMPO

Creative Director + Visual Experience Designer + Abstract Artist

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DESIGN TOOLBOX

WORK EXPERIENCE

SYNOPSIS: Over a decades worth of hands on design knowledge, crafting and creating digital experiences for small and major brands across the globe. During this time my core design skills of composition, layout, typography, balance, and color have been refined and developed to a high level. By combining engaging ideas with strategic thinking, and through simple yet beautiful design, I provide a high level of talent to each and every project. My goal is to always design with passion, empathy, and curiosity.

FORMER MANAGER NOTED: "Saalik has a very compelling sense for design. He contributed greatly to our team at J&J. His drive and collaborative spirit got us through some very tough challenges when it came to delivering high quality work in some very short timeframes. He's quick to understand the goals of a project and lend his invaluable insight. He's also easy & fun to work with."

— Matthew Abate, Senior Design Manager of Johnson & Johnson

CREATIVE SKILLS: Creative Director, Art Direction, Branding, Marketing, UI Design, UX Design, Product Design, Interaction Design, RWD, UX Research, Wireframing, Prototyping, User Testing Agile Methodologies, Print Design, Typography, Drawing, Painting, Photography

CREATIVE TOOLS: Adobe Creative Cloud: Illustrator, Photoshop, Indesign, Dreamweaver, Fireworks, Bridge | InvisionApp | Sketch | Figma | Microsoft: Word, Powerpoint, Excel | FTP: Filezilla & Cyberduck | CMS: Wordpress, Orchestra, Documentum, Sales Force | OS: iOS and Windows Proficient

COMCAST
SR. LEAD PRODUCT DESIGNER
FEBRUARY 2022 – CURRENT
PHILADELPHIA, PA (REMOTE)

In my role, I lead daily team activities and drive design endeavors, offering crucial support to the development team while actively engaging in hands-on design tasks. I take ownership of crafting the user interface across all Sales X and Knock internal applications, spanning desktop and mobile platforms.

My responsibilities include spearheading the design and development of innovative user interfaces and interaction styles aimed at enhancing user productivity, discoverability, and simplicity. I excel at identifying challenges, proposing effective solutions, recommending implementations, and executing UI & UX enhancements to elevate the overall user experience.

I am adept at creating pixel-perfect user interfaces and captivating visual designs. Through comprehensive application audits, I identify opportunities for integrating new UI & UX features to address customer needs. Additionally, I produce mockups and prototypes to provide clear guidance for development, ensuring seamless translation of design concepts into functional products.

Operating within a dynamic, agile product environment, I consistently deliver high-quality work within tight deadlines. Leveraging interactive prototypes for internal experimentation and usability testing, I adopt a data-driven approach to refine UI designs and optimize user interaction.

CORTEVA
LEAD UX DESIGNER (FREELANCE)
AUGUST 2021 – DECEMBER 2021
INDIANAPOLIS, IN (REMOTE)

During my tenure at Corteva, I was entrusted with the responsibility of developing top-tier design solutions and user experiences for their agricultural end clients. This role required me to serve as both a project leader and an individual contributor across projects of varying scales. I guided product visions through comprehensive research, usability testing, and analysis of user feedback and activity. My responsibilities included wireframing, sketching, prototyping, and creating mockups to pinpoint design issues and devise refined solutions that seamlessly transitioned into production.

BLACKROCK
SR. PRODUCT DESIGNER
FEBRUARY 2021 — AUGUST 2021
NEW YORK, NY (REMOTE)

During my tenure at BlackRock, my primary responsibility involved collaborating with cross-functional teams comprising business analysts, design directors, leads, developers, and business associates across various divisions to delineate both high-level and detailed interactions within iShares. My role necessitated ensuring that my designs were aligned with business objectives and user requirements. To achieve this, I consistently introduced innovative ideas that enhanced team efficiency and delivered added value. I also spearheaded the development of fresh and imaginative methods for visualizing data and presenting information, thereby facilitating comprehension of intricate financial concepts.

My creative process encompassed exploring diverse concepts through sketches, user flows, wireframes, and prototypes. Integral to my role was ensuring the responsiveness of all designs, from wireframes to final visuals, across multiple platforms including Desktop, Tablet, and Mobile devices. Additionally, I led user research initiatives to continually validate BlackRock's digital products from conception to execution. Leveraging profound insights gleaned from user testing, I facilitated the evolution of iShares into an enhanced user experience.

EMPOWER RETIREMENT
SR. PRODUCT DESIGNER (FREELANCE)
DECEMBER 2020 — FEBRUARY 2021
GREENWOOD VILLAGE, CO (REMOTE)

This was a temporary assignment where I was brought in to create compelling and delightful interactive experiences for users of the retirement services digital products, various websites and mobile applications using insights from quantitative and qualitative research to inform the user experience and produce work in an iterative manner; while utilizing a human-centered design approach. While on assignment I developed and maintained the component library to ensure consistency across all platforms; Identified and troubleshoot UX issues (e.g. interaction, device usability, accessibility etc); Presented high fidelity mockups to internal teams and various stakeholders; Iterated designs using data, research, and client feedback to enhance the user experience; Led a small team of junior designers in different areas of UI & UX design.

RGP

SR. UX DESIGNER & RESEARCHER

DECEMBER 2019 — JANUARY 2021

NEW YORK, NY

HUGO | SR. PRODUCT DESIGNER

Full-time Senior UX Design & Research consultant for RGP contracted out to research and design the digital job platform HUGO.

Lead strategic thinking to ensure that simple and intuitive user experiences are designed and adhered to while defining standards of usability and accessibility while empowering excellent, high-quality visual designs. I engaged with product managers and development leads to solve user and business goals using the principles of user-centered design. I created wireframes and mock-ups into innovative and dynamic graphic user interface templates for job seekers and employers.

GOLDMAN SACHS

SR. PRODUCT DESIGNER

JULY 2020 — NOVEMBER 2020

NEW YORK, NY (REMOTE)

A temporary assignment where I worked closely with the development team to ensure consistency of visual fidelity, UI Patterns, and expected behavior from implementation to production. I collaborated and worked directly with other designers, business associates, and content managers to create wireframes, user flows, information architecture, site maps, designs, and content to create a scalable and feasible product for internal users of their wealth management application. I collaborated with key partners and stakeholders to inform requirements, drive and evaluate design, and ensure my proposed designs meet user needs and are feasible to implement. I drove discussions with developers and squad members to understand business goals while effectively communicating design ideas. Established and maintained design system, and oversaw governance of UI components.

IMAGINATION THEORY

ART DIRECTOR + VISUAL DESIGN

DATES VARY BASED ON PROJECT

SAN FRANCISCO, CA / BROOKLYN, NY

MOTHBALL MEMOIRS | VISUAL DESIGNER (FREELANCE) **|** APRIL 2016 – JULY 2020 | NEW YORK, NY

Mothball Memoires is a start up vintage clothing & spiritual boutique with a bright future. I was hired to create the visual branding for the company as well as assist in pushing the company forward in the market place.

ARCHITYPE | PRODUCT DESIGNER (FREELANCE) **|** APRIL 2016 – MAY 2020 | BROOKLYN, NY

Architype is a startup company focused on changing the future of communication between users through symbolic language. I was tasked with the responsibility of helping to create that new language through new artifact creation. I was able to conceptualize and create user interface graphics and user flows for their soon to launch mobile app, create and maintain company website, design marketing graphics, and design company logo and branding assets.

CREATIVE CIRCLE

SR. VISUAL & PRODUCT DESIGNER

OCTOBER 2018 – NOVEMBER 2019

NEW YORK, NY

As the largest creative staffing agency in the U.S., Creative Circle connects creatives with top companies looking for full-time or freelance talent. I've been contracted out for several freelance projects within the past year. Those projects are listed below:

PFIZER/DAGGERWING GROUP | SR. UI/UX DESIGN (FREELANCE)

As the Senior UI/UX Design Consultant my main objective was to enhance the employee experience by designing a digital platform that employees can engage scientist and stakeholders for the production of pharmaceutical drugs to roll out to the public.

AKA NYC | UI/UX DESIGN SPECIALIST (FREELANCE)

Complete a thorough site audit for two client websites and mobile apps to better understand the user journey, experience and interface design and create digital suggestions for changes; such as wireframes and user flows.

CONDÉ NAST | UI/UX DASHBOARD DESIGNER (FREELANCE)

Working alongside developers to design and create a number of digital dashboard products for ad campaign data analysis.

PUBLICIS SAPIENT | SR. PRODUCT DESIGNER

Collaborated and worked directly with other designers, business associates, developers, and content managers to create wireframes, user flows, information architecture, site maps, designs, and content to create a scalable and feasible product for the end user.

BORN GROUP | SR. UX DESIGNER

Collaborated and worked directly with other designers, business associates, developers, and content managers to create wireframes, user flows, information architecture, site maps, designs, and content to create a scalable and feasible product for the end user.

JOHNSON & JOHNSON

SR. INTERACTIVE DESIGN MANAGER

DECEMBER 2017 – SEPTEMBER 2018

NEW YORK, NY

Product design—Incorporating highly evolved design aesthetic and design thinking best practices with teams of scientists, health care professionals and business strategists.

Emerging technologies—Prototyping/visual design systems to adopt the J&J service experience across a breadth of global end users (enterprise, health care professionals and patients).

Innovation and future proofing—Implementing design solutions to solve problems beyond the digital space and creating new concepts to prepare for multiple realities in the future of health care.

IMAGINATION THEORY cont...

ART DIRECTOR + VISUAL DESIGNER

DATES VARY BASED ON PROJECT

SAN FRANCISCO, CA / BROOKLYN, NY

SHARESTATES | SR. PRODUCT DESIGNER (FREELANCE) **|** JULY 2017 – NOVEMBER 2017 | LONG ISLAND, NY

I worked with product management and engineering teams to help define product goals, requirements and represent user's point of view throughout the product planning process. I designed the workflows, wireframes, prototypes, sketches, and final delivery mockups, to illustrate design solutions. I verified and improved on designs through reviews, validations and formal usability testing with end users; to make sensible design decisions even when not all the data is available and be able to figure out and correct possible mistakes that are discovered before shipping a product or a feature.

EILEEN FISHER | LEAD UX DESIGNER (FREELANCE) **|** FEBRUARY 2017 – MAY 2017 | NEW YORK, NY

Responsible for designing and developing innovative design solutions and compelling interactions for branded customer experiences which evolve the usability of their e-commerce site. I created ux/design presentation decks for suggested site enhancements, wireframes, userflows, mockups, final designs, & redlines for development. **(All work shown in my portfolio)**

TATA CONSULTANCY SERVICE

UI / UX DESIGNER

JUNE 2014 – APRIL 2016

SANTA CLARA, CA

BANK OF AMERICA | UI / UX VISUAL DESIGNER | AUGUST 2015 – OCTOBER 2015 | SAN FRANCISCO, CA

Conceptualized creating a new tablet and mobile app experience for Microsoft's release of Windows 10. After brainstorming and multiple whiteboard sessions developing ideas, I was responsible for translating user flows and wireframes for single service sign-on, payments and into highly usable and visually compelling user interface screens. I provided UI design directions to facilitate resolution of design trade offs and implementation issues. I also created and maintained component library.

JPMORGAN CHASE | UI / UX VISUAL DESIGNER | JUNE 2014 – JUNE 2015 | SAN FRANCISCO, CA

As a UI/UX Visual Designer at JPMorgan Chase for TCS I was responsible for defining low and high level interaction and information flows of the usability design then creating storyboards, wireframes, and prototypes to conduct usability tests of proposed interaction designs. I was also tasked with incorporating client/user feedback into the product while analyzing usability requirements & translating them into individual component targets. I also ensure User Centered Design (UCD) process integration into the product development lifecycle. I was the liaison between the design team, developers, copy writers, etc. during the entire scrum execution. A major component of my job was to ensure all my designs, wireframe to final visuals, were responsive across multiple platforms (Desktop, Tablet, and Mobile).

WAVE SYSTEMS

ART DIRECTOR + SR. UI/UX DESIGNER

MARCH 2013 — MARCH 2014

CUPERTINO, CA

Becoming the Art Director then subsequently Senior UI/UX Designer for Wave Systems my first goal and task was to enhance the UI/UX design as the first stage of all Web and mobile application developments moving forward. Instituting a user-centered design (UCD) approach based on human computer interaction (HCI). I decided to overhaul the entire website to optimize the user experience by creating a responsive design. I helped my team understand the company's goals; understand what they were accountable for; and promote personal growth and professional development opportunities. I also designed & created prototypes for new and old products and their development, creating marketing plans and promotional materials for specific products and product lines to establish, enhance, and distinguish product placement within the competitive arena.

IMAGINATION THEORY cont...

ART DIRECTOR + VISUAL DESIGN

DATES VARY BASED ON PROJECT

SAN FRANCISCO, CA / BROOKLYN, NY

POPLICUS | UI VISUAL DESIGNER (FREELANCE) **|** OCTOBER 2012 – JANUARY 2013 | SAN FRANCISCO, CA

As a Freelance Graphic Designer for Kaiser Permanente I designed and created PowerPoint presentations, info graphics (Pie Charts, and graphs), posters, print ads, brochures, postcards, and graduation programs.

KAISER PERMANENTE | GRAPHIC DESIGNER (FREELANCE) **|** APRIL 2012 – OCTOBER 2012 | SACRAMENTO, CA

As a Freelance Graphic Designer for Kaiser Permanente I designed and created PowerPoint presentations, info graphics (Pie Charts, and graphs), posters, print ads, brochures, postcards, and graduation programs.

GOLDEN 1 CREDIT UNION | WEB ADMINISTRATOR / TEAM LEAD (FREELANCE) **|** JUNE 2012 – JULY 2012 | SACRAMENTO, CA

As the team lead I was responsible for coordinating activities and projects of the Web Team. Such as creating and scheduling email campaigns, daily site updates, and design assets, using in-house online project management system. Maintained content on the Golden 1 website using inhouse content management system. Designed and created web graphics, mobile iPhone and Android graphics, online banners, and poster ads.

RALPH LAUREN | PRODUCTION ARTIST / VISUAL DESIGNER (FREELANCE) **|** JANUARY 2012 – MARCH 2012 | NEW YORK, NY

As a Freelance Production Artist for Ralph Lauren my specific duties were to design and create stylish high-impact, user - centered pages and templates for the launch of the Club Monaco website. I crafted elegant mock-ups and layouts to maximize user engagement and cement the powerful brand identity that is Ralph Lauren. My duties also included red-lining mock-ups for developers, retouching, editing, and optimizing photos for the web.

INCISIVE MEDIA

GRAPHIC DESIGNER / WEB DESIGNER

DECEMBER 2010 — AUGUST 2011

NEW YORK, NY

As a full-time graphic designer, I've been deeply involved in crafting the visual identity of SES and its affiliates. From designing magazine covers and article layouts to creating print ads and online banners, my work has been diverse and impactful. I've delved into mobile graphics, tailoring designs for iPhone and Android apps, and created booth graphics for SES conferences worldwide. From wireframes for new site designs to email newsletters and social media updates, I've consistently brought creativity and precision to every project, ensuring SES's brand message shines across all channels.

IMAGINATION THEORY cont...

ART DIRECTOR + VISUAL DESIGN

DATES VARY BASED ON PROJECT

SAN FRANCISCO, CA / BROOKLYN, NY

LEARNING EXPRESS | WEB DESIGNER (FREELANCE) **|** SEPTEMBER 2010 – DECEMBER 2010 | NEW YORK, NY

Design, create, and build custom web pages and email templates within their CMS (Salesforce and Orchestra).

WEBMD | WEB PRODUCER (FREELANCE) **|** JUNE 2010 – SEPTEMBER 2010 | NEW YORK, NY

Creating simple & complex XHTML pages within their CMS, Documentum. Editing raw photo's for web optimization.

FURTHER EXPERIENCE WILL BE GIVEN UPON REQUEST

EDUCATION

ACADEMY OF ART UNIVERSITY

WEB DESIGN & NEW MEDIA PROGRAM

SPRING SEMESTER OF 2010

SAN FRANCISCO, CA

Academy of Art University's School of Web Design & New Media helped me gain a comprehensive skillset in contemporary interaction design that prepared me for a career in many industries including the tech industry—one of the most vibrant, multifaceted, and expansive industries in the world.

I was taught an integrated approach based on four fundamentals: design thinking, visual communication, user experience, and technology. We focused on strategic thinking, producing, and technology poised to lead innovation in interaction and experiential design.

OPNET COMMUNITY VENTURES

GRAPHIC & WEB DESIGN PROGRAM

JANUARY 2004 – MAY 2004

SAN FRANCISCO, CA

A 16-week, full-time (Mon-Fri.9am-5pm) intensive vocational training program in graphic & web design production. The course work covered UI design principles and web design standards, as well as hand coding XHTML & CSS designs from mock-ups built in Photoshop & Illustrator. Other programs used were the Macromedia MX 2004 suites.

Thank you for taking the time to look over my resume.
If you haven't already, please visit my online portfolio at
www.**ImaginationTheory**.com
I look forward to hearing from you soon.