

## SAALIK SIMPO

Senior Product + Visual Designer

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### SYNOPSIS

A seasoned Product + Visual Designer with over 19 years of diverse experience, known for blending creativity with functionality to deliver innovative, user-centric solutions. Proficient in all design stages, with expertise across technology, consumer goods, and big pharma. A collaborative leader with strong communication skills, committed to staying current with emerging trends and pushing design boundaries. Proven track record of creating impactful designs that drive business growth and enhance user experiences.

## DESIGN TOOLBOX

**CREATIVE SKILLS:** Product Design, Visual Design, Interactive Design, User Interface Design, User Experience Design, User Research, User Testing, Responsive Web Design, Art Direction, Branding, Marketing, Wireframing, Prototyping, Agile Methodologies, Project Management, Print Design, Typography, Drawing, Illustration, Painting, Photography

**CREATIVE TOOLS:** Adobe Creative Cloud: Illustrator, Photoshop, Indesign, Dreamweaver | Figma | Sketch | Miro | Microsoft Office:: Word, Powerpoint, Excel | FTP: Filezilla & Cyberduck | CMS: Salesforce, Wordpress, Orchestra, Documentum

## WORK EXPERIENCE

### COMCAST

**SR. LEAD PRODUCT DESIGNER** | FEBRUARY 2022 – MAY 2024

**PHILADELPHIA, PA (REMOTE)**

As Senior Lead of Product Design for the SalesX & Knock team, I led the vision, strategy and design of sales applications for desktop and mobile platforms. I created and reimagined user interfaces, interactions, and userflows to enhance productivity, discoverability, and simplicity. I identified challenges, proposed solutions, and executed enhancements to improve aesthetics and functionality. I collaborated closely with the development team, product owners, and engineering partners to address technical data issues and ensure quality control. Additionally, I designed custom user interface icons for various applications.

**TOOLS UTILIZED:** FIGMA | ADOBE CREATIVE SUITE: PHOTOSHOP, ILLUSTRATOR | MICROSOFT OFFICE: WORD, POWERPOINT, EXCEL | RALLY

### CORTEVA

**FREELANCE LEAD UX DESIGNER** | AUGUST 2021 – DECEMBER 2021

**INDIANAPOLIS, IN (REMOTE)**

During my time at Corteva, I developed top-tier design solutions and user experiences for agricultural clients. As a project lead and individual contributor, I managed a team of junior designers and guided product visions through research, usability testing, and user feedback analysis. I identified design issues, devised refined solutions, and transitioned them into production using wireframing, sketching, prototyping, and mockups. I designed specialized microsites and apps to enhance clients' control over crop yields and created a comprehensive design system to streamline workflows and ensure brand consistency. Leading a team of UX designers, I developed intuitive interfaces and collaborated with cross-functional teams to integrate the design system. Additionally, I conducted user research, usability testing, and application audits to refine the system and meet customer needs.

**TOOLS UTILIZED:** FIGMA | ADOBE CREATIVE SUITE: PHOTOSHOP, ILLUSTRATOR, XD | MICROSOFT OFFICE: WORD, POWERPOINT, EXCEL

### BLACKROCK

**SR. PRODUCT DESIGNER** | FEBRUARY 2021 — AUGUST 2021

**NEW YORK, NY (REMOTE)**

As a Senior Product Designer at BlackRock with the iShares team, I drove the design and development of user-centric financial products. I led comprehensive user research to discern market needs and preferences, using insights from user testing to ensure our digital products stayed responsive to evolving expectations. Collaborating with product managers, engineers, and data scientists, I translated insights into actionable design strategies, creating wireframes and prototypes aligned with product vision and brand objectives.

I took ownership of the design strategy, ensuring interfaces were intuitive and accessible, upholding the brand's commitment to inclusivity. I oversaw the implementation of design systems, fostering consistency and scalability across our product portfolio.

**TOOLS UTILIZED:** FIGMA | MIRO | ADOBE CREATIVE SUITE: PHOTOSHOP, ILLUSTRATOR | MICROSOFT OFFICE: WORD, POWERPOINT, EXCEL

### EMPOWER RETIREMENT

**SR. PRODUCT DESIGNER (FREELANCE)** | DECEMBER 2020 — FEBRUARY 2021

**GREENWOOD VILLAGE, CO (REMOTE)**

As the Senior Product Designer for the Empower Design Team, I spearheaded the design initiatives for the Rocket Fuel Mobile Design System and accessibility enhancements for retail investment products at Personal Capital Heritage. In this role, I oversaw the development and

maintenance of the Rocket Fuel mobile design system, ensuring it provided reusable components, adhered to accessibility standards, and promoted consistency across products. Advocating for accessibility, I stayed abreast of guidelines and best practices, ensuring products met or exceeded requirements. As a mentor, I guided the design team to deliver exceptional user experiences aligned with design system principles and accessibility standards. Collaborating closely with cross-functional teams, including product managers and engineers, I facilitated understanding of requirements and ensured successful project execution through effective communication of design decisions. Additionally, I conducted user research activities to gain insights into user needs and behaviors, applying findings to inform design strategies.

**TOOLS UTILIZED:** SKETCH | ADOBE CREATIVE SUITE: PHOTOSHOP, ILLUSTRATOR | MICROSOFT OFFICE: WORD, POWERPOINT, EXCEL

## RGP

**SR. PRODUCT DESIGNER** | DECEMBER 2019 — JANUARY 2021

**NEW YORK, NY**

Led the design and research for HUGO by RGP, a digital staffing marketplace for accounting and finance professionals. Created user-centric solutions, conducted extensive research, developed personas, and crafted user journeys. Designed and prototyped intuitive interfaces, ensured accessibility and platform consistency, and translated insights into actionable design strategies. Oversaw usability testing, mentored junior designers, and collaborated with cross-functional teams to align user and business objectives, transforming concepts into innovative UI templates.

**TOOLS UTILIZED:** SKETCH | ADOBE CREATIVE SUITE: PHOTOSHOP, ILLUSTRATOR | MICROSOFT OFFICE: WORD, EXCEL | SALESFORCE

## GOLDMAN SACHS

**SR. PRODUCT DESIGNER** | JULY 2020 — NOVEMBER 2020

**NEW YORK, NY**

As a Product Designer for Goldman Sachs, I played a key role in creating a scalable and user-friendly wealth management application for internal users. I contributed to wireframes, user flows, information architecture, and designs in collaboration with designers, business associates, and content managers. Engaging with key stakeholders, I gathered requirements, refined designs, and ensured alignment with user needs, technical feasibility, and business objectives. I established and managed a design system to govern UI components, promoting consistency and efficiency. Additionally, as a freelancer, I collaborated with the development team to maintain visual consistency, UI patterns, and functionality throughout the project lifecycle.

**TOOLS UTILIZED:** FIGMA | SKETCH | MIRO | ADOBE CREATIVE SUITE: PHOTOSHOP, ILLUSTRATOR

## IMAGINATION THEORY

**FREELANCE ART DIRECTION & VISUAL DESIGN** | APRIL 2016 - DECEMBER 2020

**BROOKLYN, NY**

**L'ENCHANTEUR** | FREELANCE VISUAL DESIGNER

At L'ENCHANTEUR I played a crucial role in shaping the brand's visual identity, creating innovative designs that transformed daily experiences into inspiring moments. I collaborated with cross-functional teams to develop unique fashion pieces and accessories, ensuring each product resonated with the brand's philosophy. My responsibilities included designing compelling visuals for marketing campaigns, product packaging, and digital content. By leveraging my expertise in visual design, I contributed to elevating the brand's aesthetic, enhancing customer engagement, and driving overall brand growth.

**MOTHBALL MEMOIRS** | FREELANCE VISUAL DESIGNER + ART DIRECTOR

At Mothball Memoirs, I was key in developing the brand's visual identity, including creating their logo and establishing branding guidelines. I designed engaging visuals for digital and print media, user-friendly interfaces, and social media content. Collaborating with the creative team, I ensured a cohesive visual identity across all platforms, applying my expertise in typography, color theory, and layout design to drive brand recognition and growth.

**ARCHITYPE** | FREELANCE VISUAL DESIGNER

Archetype 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.

**TOOLS UTILIZED:** ADOBE CREATIVE SUITE: PHOTOSHOP, ILLUSTRATOR, INDESIGN, DREAMWEAVER | FIGMA | SKETCH

## CREATIVE CIRCLE

**FREELANCE UI/UX + PRODUCT DESIGNER** | OCTOBER 2018 – NOVEMBER 2019

**NEW YORK, NY**

**PFIZER/DAGGERWING GROUP** | FREELANCE SR. UI/UX DESIGN

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** | FREELANCE UI/UX DESIGN SPECIALIST

Completed thorough site audits for client websites and mobile apps to better understand the user journey and experience; and create solutions for problem areas by creating comprehensive user flows, wireframes, and mockups.

**CONDE NAST** | FREELANCE UI/UX DESIGNER

I designed user interfaces and flows for digital dashboards focused on ad campaign KPIs and data analysis. I collaborated with cross-functional teams to create intuitive, user-friendly dashboards that facilitated effective data visualization. By integrating user feedback and conducting usability testing, I optimized interfaces for better performance and user satisfaction, enabling stakeholders to monitor and analyze campaign performance efficiently.

**PUBLICIS SAPIENT** | FREELANCE SR. PRODUCT DESIGNER

At Publicis Sapient, I led the design and development of innovative digital products, creating user-centric solutions for various clients. I conducted user research, developed personas, and designed intuitive user interfaces and user flows. My role involved collaborating with cross-functional teams, including product managers and developers, to ensure seamless integration and alignment with business goals. I utilized prototyping, wireframing, and usability testing to refine and optimize designs, enhancing user experience and driving product success. Additionally, I mentored junior designers, fostering a culture of innovation and excellence.

**BORN GROUP** | FREELANCE SR. UX DESIGNER

While working at Born Group, I led UX design for multiple high-profile projects, including Dell and Helzberg Diamonds. I developed user-centric digital solutions, creating intuitive interfaces and seamless user experiences. Collaborating with cross-functional teams, I ensured designs aligned with client objectives and business goals. My role involved user research, wireframing, prototyping, and usability testing to refine and optimize designs. Leveraging my expertise in UX principles, I contributed to project success and enhanced client satisfaction, driving business results.

**TOOLS UTILIZED:** FIGMA | SKETCH | INVISION | ADOBE CREATIVE SUITE: PHOTOSHOP, ILLUSTRATOR | MICROSOFT OFFICE: WORD, EXCEL...

**JOHNSON & JOHNSON**

**SR. INTERACTION DESIGNER** | DECEMBER 2017 – SEPTEMBER 2018

**NEW YORK, NY**

At Johnson & Johnson, I led the design of the new Medical Devices Site, creating innovative interactions to enhance user engagement. I collaborated with cross-functional teams to translate project goals into intuitive design solutions. I produced wireframes, prototypes, and high-fidelity mockups, ensuring consistency and a seamless user experience. Conducting usability testing, I iteratively refined designs based on feedback. My work aligned with the brand's identity, contributing to the successful launch and improved digital presence of the site.

**TOOLS UTILIZED:** SKETCH | INVISION | ADOBE CREATIVE SUITE: PHOTOSHOP, ILLUSTRATOR | MICROSOFT OFFICE: WORD, POWERPOINT, EXCEL

**SHARESTATES**

**SR. UX DESIGNER** | JULY 2017 – NOVEMBER 2018

**LONG ISLAND, NY (REMOTE)**

As a Product Designer at Sharestates, I collaborated closely with product management and engineering teams to define product goals and requirements, consistently advocating for the user's perspective throughout the planning process. I created workflows, wireframes, prototypes, sketches, and final delivery mockups to illustrate design solutions, ensuring they aligned with user needs and product objectives. I verified and refined designs through reviews, validations, and formal usability testing with end users. This process enabled me to make informed design decisions and address potential issues prior to product or feature release, ensuring a seamless and user-centric experience.

**TOOLS UTILIZED:** SKETCH | INVISION | ADOBE CREATIVE SUITE: PHOTOSHOP, ILLUSTRATOR | MICROSOFT OFFICE: WORD, POWERPOINT, EXCEL

**EILEEN FISHER**

**NEW YORK, NY**

**SR. UI/UX DESIGNER** | JULY 2017 – NOVEMBER 2018

While at Eileen Fisher, I designed and developed innovative solutions to enhance the e-commerce site's usability, ensuring branded customer experiences. I created compelling interactions to elevate user engagement and prepared comprehensive UX/design presentation decks. These included wireframes, user flows, mockups, final designs, and redlines for development, effectively communicating design concepts and guiding the development process to achieve impactful results.

**TOOLS UTILIZED:** SKETCH | INVISION | ADOBE CREATIVE SUITE: PHOTOSHOP, ILLUSTRATOR | MICROSOFT OFFICE: WORD, POWERPOINT, EXCEL

**TATA CONSULTANCY SERVICE**

**SAN FRANCISCO, CA**

**SR. UI/UX DESIGNER**

**BANK OF AMERICA** | JUNE 2014 - APRIL 2016

While at Bank of America, I conceptualized a new tablet and mobile app experience for Microsoft's Windows 10 release. After brainstorming and

whiteboard sessions, I translated user flows and wireframes for single service sign-on and payments into highly usable and visually compelling UI screens. I provided UI design directions to resolve design trade-offs and implementation issues. Additionally, I created and maintained a component library to ensure consistency across the app.

**CHASE BANK** | JUNE 2014 - JUNE 2015

During my time at JP Morgan Chase, I defined both low and high-level interactions and information flows for usability design, creating storyboards, wireframes, and prototypes. I conducted usability tests, incorporated client and user feedback into designs, and translated usability requirements into component targets. Integrating User Centered Design (UCD) processes into the product development lifecycle, I acted as the liaison between the design team, developers, copywriters, and stakeholders. A key aspect of my role was ensuring all designs were responsive across desktop, tablet, and mobile platforms, from wireframes to final visuals.

**TOOLS UTILIZED:** FIGMA | SKETCH | INVISION | ADOBE CREATIVE SUITE: PHOTOSHOP, ILLUSTRATOR | MICROSOFT OFFICE: WORD, EXCEL...

**WAVE SYSTEMS**

**ART DIRECTOR + SR. UI/UX DESIGNER** | MARCH 2013 - MARCH 2014

**PALO ALTO, CA (REMOTE)**

As Art Director and later Senior UI/UX Designer at Wave Systems, I transformed UI/UX design standards by adopting a user-centered design (UCD) approach grounded in human-computer interaction (HCI) principles. I spearheaded a major overhaul of the company website, focusing on responsive design to improve user experience across all devices. This initiative not only boosted user engagement and satisfaction but also aligned the design team with the company's broader objectives. Additionally, I mentored team members, nurturing an environment of innovation and professional growth.

**TOOLS UTILIZED:** ADOBE CREATIVE SUITE: PHOTOSHOP, ILLUSTRATOR | MICROSOFT OFFICE: WORD, POWERPOINT, EXCEL

**IMAGINATION THEORY**

**FREELANCE ART DIRECTION & VISUAL DESIGN** | JUNE 2012 - JANUARY 2013

**POP LICUS** | FREELANCE UI VISUAL DESIGNER

**SAN FRANCISCO, CA**

As a UI Visual Designer at Poplicus, I created engaging and intuitive interfaces, enhancing user experience through innovative design solutions.

**KAISER PERMANENTE** | FREELANCE GRAPHIC DESIGNER + ART DIRECTOR

**SACRAMENTO, CA**

I designed and created PowerPoint presentations, info graphics (Pie Charts, and graphs), posters, print ads, brochures, postcards, and graduation programs.

**GOLDEN 1 CREDIT UNION** | FREELANCE WEB TEAM LEAD + ADMINISTRATOR

**SACRAMENTO, CA**

Coordinated team activities and projects, including email campaigns, daily site updates, and design assets; managed website content and created web graphics, mobile graphics, online banners, and poster ads using in-house systems.

**RALPH LAUREN** | FREELANCE VISUAL DESIGNER + PRODUCTION ARTIST

**NEW YORK, NY**

Crafted stylish, high-impact user-centered pages and templates for the Club Monaco website launch, designed elegant mock-ups to enhance engagement, and prepared detailed designs for developers while retouching and optimizing photos for the web.

**TOOLS UTILIZED:** ADOBE CREATIVE SUITE: PHOTOSHOP, ILLUSTRATOR, INDESIGN, DREAMWEAVER | FIGMA | SKETCH

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[www.linkedin.com/in/saaliksimpo](http://www.linkedin.com/in/saaliksimpo)

EDUCATION

**ACADEMY OF ART UNIVERSITY**

**WEB DESIGN & NEW MEDIA BFA PROGRAM** | SPRING SEMESTER

**SAN FRANCISCO**

**OPNET COMMUNITY VENTURES**

**GRAPHIC + WEB DESIGN TRADE SCHOOL** | FEBRUARY 2005 - MAY 2005

**SAN FRANCISCO**