



SAALIK SIMPO

Senior Product + Visual Designer

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[ImaginationTheory.com](https://www.imaginationtheory.com)

SYNOPSIS

Accomplished Product and Visual Designer and Creative Director with 20+ years of experience creating award-winning digital experiences for startups and Fortune 500 companies. Skilled in leading interdisciplinary teams across technology, consumer goods, pharma, and banking. Known for blending creativity with strategy to drive user-focused designs that fuel business growth. Strong communicator, adept at presenting complex solutions to cross-functional teams. Consistently delivers impactful, innovative designs that elevate user experiences and align with business goals.

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, Front-End Development (HTML, CSS3, JS, Ai (Artificial Intelligence)...

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 | ChatGPT

WORK EXPERIENCE

GUIDEWELL

VISUAL DESIGNER (CONTRACT) | JULY 2024 – SEPTEMBER 2024

JACKSONVILLE, FL (REMOTE)

I contributed to customer-centric healthcare transformations at Blue Cross Blue Shield and Truli, focusing on re-imagining healthcare experiences to make them more approachable, effortless, and smarter. I brought innovative design ideas to life by developing sophisticated visual representations that aligned with strategic goals and embedded customer experience best practices throughout the design thinking process. My work included creating design components, wireframes, and userflows to drive strategic alignment, while leveraging design trends and consumer psychology to craft visually compelling solutions that met business needs and enhanced the customer experience.

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

COMCAST

SR. LEAD PRODUCT DESIGNER (CONTRACT) | FEBRUARY 2022 – MAY 2024

PHILADELPHIA, PA (REMOTE)

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 focused on AI-driven projects, creating intuitive interfaces and workflows to elevate the user experience through advanced artificial intelligence solutions. I also developed high-fidelity prototypes to validate design decisions, enabling iterative testing and refinement before full-scale development.

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

CORTEVA

LEAD UX DESIGNER (CONTRACT) | AUGUST 2021 – DECEMBER 2021

INDIANAPOLIS, IN (REMOTE)

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: SKETCH | ADOBE CREATIVE SUITE: PHOTOSHOP, ILLUSTRATOR, XD | MICROSOFT OFFICE: WORD, POWERPOINT, EXCEL

BLACKROCK

SR. PRODUCT DESIGNER (CONTRACT) | FEBRUARY 2021 — AUGUST 2021

NEW YORK, NY (REMOTE)

I drove the design and development of user-centric financial products. I led comprehensive user research to discern market needs and



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: SKETCH | MIRO | ADOBE CREATIVE SUITE: PHOTOSHOP, ILLUSTRATOR | MICROSOFT OFFICE: WORD, POWERPOINT, EXCEL

EMPOWER RETIREMENT

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

GREENWOOD VILLAGE, CO (REMOTE)

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 (CONTRACT) | 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 (CONTRACT) | JULY 2020 — NOVEMBER 2020

NEW YORK, NY

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

I shaped the brand's visual identity through innovative designs that transformed everyday experiences into inspiring moments. I collaborated with teams to develop fashion pieces and accessories, ensuring alignment with the brand's philosophy. My work included creating visuals for marketing campaigns, product packaging, and digital content, enhancing customer engagement and driving brand growth.

MOTHBALL MEMOIRS | FREELANCE VISUAL DESIGNER + ART DIRECTOR

At Mothball Memoirs, I developed the brand's visual identity by creating the logo and establishing branding guidelines. I designed visuals for digital and print media, user interfaces, and social content, ensuring consistency across platforms. Leveraging typography, color theory, and layout design, I helped drive brand recognition and growth.

ARCHITYPE | FREELANCE VISUAL DESIGNER

A startup revolutionizing communication through symbolic language, I helped create new artifacts and conceptualized user interface graphics and flows for their upcoming mobile app. I also designed the company's logo, branding assets, and marketing graphics, while developing and maintaining the company website.



CREATIVE CIRCLE

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

NEW YORK, NY

PFIZER/DAGGERWING GROUP | FREELANCE SR. UI/UX DESIGNER

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 (CONTRACT) | 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 (CONTRACT) | JULY 2017 – NOVEMBER 2017

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 (CONTRACT) | FEBRUARY 2017 – MAY 2017

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

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

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)

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

POPVICUS | FREELANCE UI VISUAL DESIGNER

SAN FRANCISCO, CA

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.

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

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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