



SAALIK SIMPO

Product & User Experience Designer

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SUMMARY

Accomplished Product & User Experience Designer with over 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.

SKILL SET

DESIGN: Product Design, User Experience Design, User Interface Design, User Flows, Visual Design, Art Direction, Branding, Wireframing, Prototyping, Print Design, Typography, Drawing, Illustration, Presentations, Storyboarding, Ai (Artificial Intelligence), Web Accessibility Content Guidelines (WCAG).

RESEARCH: Data Analysis, User Research, User Testing, AB Testing, User Persona Creation

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

EXPERIENCE

FREELANCE ART DIRECTOR & VISUAL DESIGNER

IMAGINATION THEORY | Brooklyn, NY | October 2024 — Present

WOLVEN PRINT WRAP | FREELANCE GRAPHIC DESIGNER

Designed high-impact vehicle wrap graphics, ensuring visually striking and brand-consistent designs for clients. Collaborated with print technicians and installers to optimize artwork for seamless application. Utilized advanced design software to create custom wraps that enhance vehicle aesthetics and advertising effectiveness.

GOD_MADEDIRT | FREELANCE GRAPHIC DESIGNER

Designed unique and trend-driven graphics for apparel, ensuring strong brand identity and visual appeal. Collaborated with the owner to develop artwork that aligned with the company's aesthetic and target audience. Contributed to the creative direction of seasonal collections, bringing fresh concepts to life.

UX VISUAL DESIGNER (Remote Contract)

GUIDEWELL | Jacksonville, FL | July 2024 — September 2024

- **Led customer-centric healthcare transformations** at Blue Cross Blue Shield and Truli, re-imagining healthcare experiences to be more approachable, effortless, and smarter while aligning visual solutions with strategic goals.
- **Designed and implemented inclusive digital experiences** by creating wireframes, user flows, and design components that embedded best practices in user experience, consumer psychology, and accessibility (WCAG, ADA, Section 508).
- **Developed accessible design systems** that ensured proper color contrast, keyboard navigation, and screen reader compatibility, enhancing engagement and usability across enterprise applications.
- **Enhanced the design of AI-driven chatbots** with intuitive workflows, leveraging artificial intelligence to enhance user experience while collaborating with cross-functional teams to resolve technical challenges and ensure quality control.

SR. LEAD PRODUCT DESIGNER (Remote Contract)

COMCAST | Philadelphia, PA | February 2022 — May 2024

- **Led the vision, strategy, and design** of sales applications for desktop and mobile, enhancing productivity, discoverability, and simplicity through reimagined user interfaces and interactions.
- **Developed high-fidelity prototypes** to validate design decisions, enabling iterative testing and continuous refinement for optimal usability and performance.
- **Spearheaded the design of an intuitive and engaging AI-powered chatbot** interface, transforming complex interactions into seamless user experiences. Focused on crafting a visually compelling and user-friendly conversational flow, ensuring clarity, accessibility, and efficiency. Collaborated closely with engineers and product teams to refine chatbot responses, optimize interactions, and enhance user engagement. Leveraged AI-driven insights to iterate on designs, continuously improving usability and performance. Maintained a strong focus on UX best practices, balancing aesthetics with functionality to deliver a next-generation chatbot experience.

LEAD UX DESIGNER (Remote Contract)

CORTEVA | Indianapolis, IN | August 2021 — December 2021

- **Designed high-quality digital solutions** for agricultural clients, enhancing product vision, optimizing crop yield management, and streamlining operations through specialized microsites and applications.
- **Led and mentored junior designers**, driving projects from research and usability testing to implementation while establishing a scalable design system for brand consistency.
- **Conducted user research and usability testing**, refining interfaces and developing production-ready solutions through wireframing, prototyping, and collaboration with cross-functional teams.

SR. PRODUCT DESIGNER (Remote Contract)

BLACKROCK | New York, NY | February 2021 — August 2021

- **Led the design and development of user-centric financial products**, aligning them with market needs and evolving user expectations through comprehensive research and testing.
- **Developed intuitive, accessible interfaces**, translating insights from product managers, engineers, and data scientists into wireframes, prototypes, and scalable design systems that ensured consistency and inclusivity.

SR. PRODUCT DESIGNER (Remote Contract)

EMPOWER | Greenwood Village, CO | DECEMBER 2020 — FEBRUARY 2021

- **Led the design and development of the Rocket Fuel Mobile Design System**, ensuring reusable components, accessibility compliance, and product consistency for retail investment products at Personal Capital Heritage.
- **Advocated for accessibility and user-centered design**, mentoring the design team while collaborating with product managers and engineers to execute successful projects.
- **Conducted user research to gain insights into user needs**, applying findings to enhance design strategies and improve overall user experience.

SR. PRODUCT DESIGNER (Remote Contract)

RGP | New York, NY | December 2019 — January 2021

- **Led design and research for HUGO by RGP**, a digital staffing marketplace, developing user-centric solutions through extensive research, personas, and user journey mapping.
- **Designed and prototyped intuitive, accessible interfaces**, aligning user and business objectives while ensuring platform consistency and translating insights into innovative UI templates.

SR. PRODUCT DESIGNER (Remote Contract)

GOLDMAN SACHS | New York, NY | July 2020 — November 2020

- **Designed a scalable, user-friendly wealth management application** for internal investors, focusing on UI, user flows, wireframes, and information architecture.
- **Established and managed a design system**, ensuring consistency and efficiency while collaborating with stakeholders and developers to align user needs with business goals and maintain visual cohesion.

FREELANCE ART DIRECTOR & VISUAL DESIGNER

IMAGINATION THEORY | Brooklyn, NY | April 2016 — December 2020

MOTHBALL MEMOIRS | FREELANCE VISUAL DESIGNER + ART DIRECTOR

At Mothball Memoirs, I built the brand's visual identity by designing the logo, branding guidelines, and cohesive visuals across digital, print, and social media. Leveraging typography, color theory, and layout design, I enhanced brand recognition and growth.

L'ENCHANTEUR | FREELANCE VISUAL DESIGNER

Contributed to the brand's visual identity by designing innovative fashion marketing visuals, product packaging, and digital content, enhancing customer engagement while driving brand growth.

FREELANCE SR. UI/UX + PRODUCT DESIGNER

CREATIVE CIRCLE | New York, NY | October 2018 — November 2019

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

Designed a digital platform that connected employees, scientists, and stakeholders, streamlining collaboration for pharmaceutical drug production and public rollout.

AKA NYC | FREELANCE UI/UX DESIGN SPECIALIST

Conducted site audits for client websites and mobile apps to analyze user journeys, identify pain points, and develop solutions through user flows, wireframes, and mockups.

CONDE NAST | FREELANCE UI/UX DESIGNER

Designed user interfaces and flows for ad campaign KPI dashboards, collaborating with cross-functional teams to create intuitive, data-driven visualizations. Optimized interfaces through user feedback and usability testing, enhancing performance and user satisfaction while enabling efficient campaign performance analysis.

GOLDMAN SACH / PUBLICIS SAPIENT | FREELANCE SR. PRODUCT DESIGNER

At Publicis Sapient, I designed and developed user-centric digital products, conducting research, creating personas, and crafting intuitive interfaces. I collaborated with cross-functional teams to align design with business goals and used prototyping, wireframing, and testing to refine experiences. I also mentored junior designers, fostering innovation and excellence.

BORN GROUP | FREELANCE SR. UX DESIGNER

Led UX design for major projects, including Dell and Helzberg Diamonds, delivering user-focused digital experiences. Developed intuitive interfaces through research, wireframing, prototyping, and testing. Collaborated with cross-functional teams to align design with business goals, enhancing user engagement and client satisfaction.

SR. INTERACTION DESIGNER (Contract Role)

JOHNSON & JOHNSON | New York, NY | December 2017 — September 2018

Led the design and creation of Johnson & Johnson's Med Tech Site and brand, creating intuitive interactions to enhance user engagement. Collaborated with cross-functional teams to develop wireframes, prototypes, and high-fidelity mockups, ensuring a seamless user experience. Conducted usability testing to refine designs, aligning with the brand's identity for a successful launch and improved digital presence.

SR. UX DESIGNER (Remote Contract)

SHARESTATES | Long island, NY | July 2017 — November 2017

I collaborated with product and engineering teams to define goals and advocate for user needs. I created workflows, wireframes, and prototypes, refining designs through usability testing to ensure a seamless, user-centric experience.

SR. UI/UX DESIGNER (Contract Role)

EILEEN FISHER | New York, NY | FEBRUARY 2017 - MAY 2017

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.

SR. UI/UX DESIGNER

TATA CONSULTANCY SERVICE | San Francisco, CA | June 2014 — April 2016

BANK OF AMERICA | JUNE 2014 — APRIL 2016

Conceptualized and delivered a new tablet and mobile app experience for Microsoft's Windows 10 release, resulting in improved usability and user engagement through streamlined user flows 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.

WORK EXPERIENCE — pp. 4 of 4

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.

SR. UI/UX DESIGNER + ART DIRECTOR

WAVE SYSTEMS | Palo Alto, CA | March 2013 — March 2014

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.

~ CHECK MY LINKEDIN FOR MORE DESIGN EXPERIENCE FROM 2006 - 2013 ~

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EDUCATION

ACADEMY OF ART UNIVERSITY

BFA Program in Web Design & New Media | San Francisco, CA | ONGOING

OPNET COMMUNITY VENTURES

Certificate Program in Web & Graphic Design | San Francisco, CA | February 2005 - May 2005