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, Mobile (Native, Responsive, & Web), 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 DESIGNER
IMAGINATION THEORY | Brooklyn, NY | October 2024 — Present

Currently freelancing while seeking the right full-time opportunity that aligns with my expertise and career goals. Collaborating with various clients on UX/UI design, product strategy, and visual design projects across multiple industries, ensuring impactful and user-centered solutions.

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

Designed and developed compelling visual identities, branding, and marketing assets for creative brands, enhancing customer engagement and brand recognition across digital and print platforms.

- **Mothball Memoirs –** Established the brand's visual identity by designing the logo, branding guidelines, and cohesive visuals across digital, print, and social media. Applied typography, color theory, & layout design to strengthen brand recognition & audience growth.

- **L'Enchanteur –** Designed innovative fashion marketing visuals, product packaging, and digital content, contributing to a distinctive brand presence and increased customer engagement.

FREELANCE SR. UI/UX + PRODUCT DESIGNER
CREATIVE CIRCLE | **New York, NY | October 2018 — November 2019**

Led design initiatives across multiple high-profile clients, delivering user-centric digital experiences through research, prototyping, and usability testing. Developed innovative platforms and interfaces that improved engagement, streamlined workflows, and optimized business objectives.

- **PFIZER / DAGGERWING GROUP –** Designed a digital collaboration platform connecting employees, scientists, and stakeholders, enhancing efficiency in pharmaceutical drug production and public rollout.

- **AKA NYC –** Conducted comprehensive site audits to identify user pain points and optimize digital experiences through strategic UX solutions, wireframes, and mockups.

- **CONDÉ NAST –** Created intuitive UI and data-driven visualizations for ad campaign KPI dashboards, improving usability and campaign performance analysis.

- **GOLDMAN SACHS / PUBLICIS SAPIENT –** Designed scalable, user-friendly digital products with a focus on research, user personas, and experience refinement. Mentored junior designers, fostering innovation and best practices.

- **BORN GROUP –** Led UX design for enterprise clients like Dell and Helzberg Diamonds, leveraging research and prototyping to craft engaging digital experiences that aligned with business objectives.

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
BANK OF AMERICA | **San Francisco, CA** | **June 2015 — 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.

SR. UI/UX DESIGNER
CHASE BANK | **San Francisco, CA** | **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.

{ 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