amysimmonds
GRAPHIC AND WEB DESIGN

AMYLSIMMONDS@GMAIL.COM
AMYSIMMONDS.COM/VISUAL-DESIGN
816.259.9378

EXPERIENCE

SENIOR USER EXPERIENCE DESIGNER
AUG 2022 - PRESENT

Labcorp Healthcare
Remote

- Design mockups and prototypes to facilitate SaaS programs and improve customer experience and overall user experience initiatives.

- Present work to leadership, connecting company initiatives to project goals and articulating design decisions.

- Conduct user testing of medical providers, patients, and general public to gain insights throughout the design process.

- Evangelize best practices through education, teamwork, and leading by example.

EMAIL AND PRINT DESIGNER
JUL 2017 - JUL 2022

Fire Engine RED Higher Education Marketing
Remote

- Created custom concepts and produce design mockups and prototypes for over 25 colleges and universities of all tiers, extending existing branding to direct mail, digital banners, responsive email messages, and online forms.

- Presented to clients, articulating and evangelizing rationale behind design decisions.

- Reviewed code to verify browser, device, and operating system compatibility. Conceive, build, test, and optimize both HTML and CSS marketing emails that are responsive, cross-browser, and WCAG-compliant.

- Designed A/B tests to develop data to push the business forward, influence future email designs and increase engagement rates.

PRINCIPAL DESIGNER
JAN 2014 - MAR 2022

Amy Simmonds Design Freelance Design
Remote

- Worked remotely with international, national, and regional brands, government organizations, and startups on print, social media, trade show, package, and product designs.

- Completed over 200 contracts, often maintaining client relationships for over five years, and generating more than $225k in revenue.

- Develop consumer-facing products using research, analysis, exploratory designs, wireframes, user testing, and prototypes.

ABOUT

I'm a US-based, principal-level graphic and web designer with graduate-level training and over 14 years of experience working in technology and education.

I am a compassionate, collaborative, big-picture thinker looking to support my coworkers and the users of our products through creating meaningful impact through thoughtful design. I'm looking for an inclusive company with integrity that keeps a curious, courageous team willing to innovate through taking creative risks.

EDUCATION

MASTER OF APPLIED SCIENCE
Human Factors & Usability Testing
Missouri Western State University

BACHELOR OF FINE ARTS
Graphic Design
Iowa State University

BACHELOR OF FINE ARTS
Integrated Studio Arts
Iowa State University

BACHELOR OF ARTS
Advertising
Iowa State University

WEB DESIGNER/DEVELOPER

JAN 2016 - JUL 2017

Missouri Western State University Higher Education · Saint Joseph, Missouri

- Worked directly with all 20 academic and 6 administrative departments to gain deep understanding of complex stakeholder workflows and create simple, intuitive, on-brand, and scalable product experiences.

- Operated as one of two designers for primary website and over 180 departmental subsites, operating in fast-paced, continuous delivery environment to serve all departments and prioritize several concurrent deadlines and projects.

- Collaborated with VPs of marketing, fundraising, and admissions teams to ideate cost-effective, agile product developments for recruiting, payment processing, and content generation.

- Partnered with and mediated between programming and marketing teams to plan a seamless restructure and redesign of university website, prioritizing findings and insights from stakeholder interviews and overall marketing initiatives.

WEBMASTER

AUG 2013 - JAN 2016

AgJunction Agriculture Technology · Hiawatha, Kansas

- Worked with sales and engineering teams to assess and conceptualize a product configuration tool to simplify an otherwise complex sales and purchasing process.

- Generated over $200k in cost savings by personally taking on over 30% of our external marketing work, creating support for more frequent, agile, and fluid communication efforts from sales and engineering teams.

- Operated as the sole designer, individually managing and prioritizing several concurrent projects and deadlines for multiple departments and global offices.

- Developed cohesive marketing across corporate and subsidiary websites, social media, direct mail, dealer recruitment items, tradeshow materials, vehicle wraps, and national print campaigns.

- Strategized UI innovations with engineering team to develop custom 3D models of various farm vehicles for software used on aftermarket and OEM map displays.

WEB DEVELOPER

SEP 2009 – MAY 2013

Iowa State University Foundation Higher Education Fundraising · Ames, Iowa

- Collaborated with vendor partners and senior staff to gather requirements and refine content, hand-coding over 300 pages in 2011 to better align with branding.

- Served as a project manager and user advocate for 2012 transition to a content management system, frequently communicating with other teams to translate their needs and work alongside the CMS provider to conceptualize and promote innovative uses of newly acquired tools.

- Worked alongside data and marketing teams to develop donor campaign strategies, hand-coding all external emails, with up to 150k recipients.

- Operated as the sole designer, individually managing and prioritizing dozens of concurrent projects with several stakeholders and teams across the organization.

TOOLS

Adobe Dreamweaver
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe XD
Blender
Cinema4D
CSS
Figma
HTML
InVision
Sketch
WordPress

SKILLS

A/B Test Design
Accessibility Compliance
AP Style
Competitive Analysis
Design Strategy
Design Systems
Design Thinking
Heuristic Analysis
Persona Creation
Product Design
Product Development
Product Management
Rapid Prototyping
Sketching
Usability
User Experience (UX)
User Experience Design (UED)
User Journeys
User Testing