



J A S O N S I M O N S

LEAD PRODUCT DESIGNER
www.jasonsims.com

773-307-0317
jason.sims@sbcglobal.net
[linkedin.com/in/jasonsims3](https://www.linkedin.com/in/jasonsims3)

Lead Product Designer and Design Manager with over 15 years of UX and Visual Design experience. Pixel perfect attention to detail applied to the development of complex and innovative cross-platform digital products, with a focus on creating eye-catching visuals that compliment the simplest and best user-centered experience possible.

Proven success leading high-profile initiatives from concept to completion with exceptional management of projects and personnel. Highly organized and detail-oriented with the ability to manage multiple projects simultaneously and meet aggressive deadlines on time. Proactive communicator with the ability to clearly articulate concepts and effectively defend design decisions to executives, key stakeholders, and multidisciplinary leaders and teams.

EXPERIENCE

NortonLifeLock | Symantec

Principal UX / UI Designer

Apr 2017 - Jun 2020 | Culver City, CA

- Team leader and Principal Designer for the overall UX/UI design of Norton Privacy Manager - an application focused on personal digital privacy.
- Lead from concept to completion the entire product design across iOS, Android, and Desktop platforms.
- Developed final UX/UI concepts, user flows, low and high-fidelity wireframes, requirement validation, user testing, A/B testing, final UX/UI and visual design.
- Art Directed all design work and managed the schedules and workflows of other designers assigned to the project.
- Presented and defended design concepts and decisions to executive leadership including Corporate Vice Presidents, Directors of Design and Product, Engineering, Legal, Marketing, and Product Managers.
- Redesigned the LifeLock Dashboard by improving the structure and visual presentation of information to help users see critical statistics easier, and to alert the user of important features that are not active.
- Created design concepts for a digital monthly report to engage, retain, and inform Norton / LifeLock customers of their product usage and subscription.

Disney Parks, Experiences and Products

Senior Interaction Designer

Feb 2015 - Feb 2017 | Glendale, CA

- Lead the UX design for a multimillion-dollar Disney World project tasked with fixing major problems in account and trip planning management.
- Designed a simplified system and interface to help guests recognize profile, reservation, and itinerary issues during their planning process.
- Developed the complex cross-platform UX functionality for the implementation of the Disney World Seasonal Tiered Ticketing program.
- UX and Interaction Design for responsive web and mobile digital products including: online dining reservation modifications, improved password and account security identification standards, and large group itinerary planning.
- Created the foundation for a design system intended to unify the usage of digital components and standardize code across multiple teams.
- Designed complex wireframes, navigation flows, site maps, user stories, personas, and prototypes that were validated by extensive user testing.

NBCUniversal | NBC.com

Senior Designer | Design Manager

Jul 2009 - Nov 2013 | Universal City, CA

- Assisted VP of Design in creating a new UX/UI design standard to transform NBC.com from a heavy editorial content site into a video-based viewing experience.
- Improved the overall user experience and dramatically increased video views and revenue by developing a simplified page structure on a responsive framework.
- Manager and Art Director to a team of designers with the responsibilities of design critiques, project scheduling, and yearly reviews.
- Lead Designer handling all UX and visual creative duties for NBC Primetime and Late Night show sites and their respective online features.
- Instrumental in redesigns of the entire NBC.com website by improving site functionality and developing a new visual identity each fall for NBC.com.
- Collaborated with heads of NBC Marketing to deliver a unified message and tone for show promotion across all digital, social, and print platforms.

NBCUniversal | NBC.com

Web Designer

Feb 2006 - Jul 2009 | Universal City, CA

- Designed and oversaw the complete redesign of NBC.com in 2007. Created the final visuals, structure, navigation, and all interior page templates used throughout the entire NBC.com site.
- Created from concept to hand-off all Photoshop and Flash files for NBC show site designs, interactive features, flash microsites, editorial and graphic site updates, mobile assets, social promotions, sponsor integrations, game screen designs, and banner ads.
- Continually displayed advanced level Photoshop proficiency in the creation of digital Key Art for detailed show site designs.

Playboy.com

Web Designer

Aug 2000 - Nov 2005 | Chicago, IL

- Managed the overall design, coding, maintenance and organization of entire sections of Playboy.com and Playboy Cyber Club (subscription site).
- Hand-coded the HTML for my originally designed web pages including features, pictorials, interviews, voting poles, and editorial reviews.
- Worked directly with the Creative Director to develop the digital strategy and design of the site's architecture, navigation, and look and feel.

EDUCATION

Purdue University | West Lafayette, IN **Bachelor of Arts** | Communications **Major** | Advertising **Minor** | Art & Design

SKILLS

Design

UX/UI Design | Interaction Design | Visual Design | Wireframes | User Flows | User Testing | Rapid Prototyping
Information Architecture | Print Design | Pre-Press Production

Leadership

Art Direction | Digital Strategy | Project Scheduling | Project Management | Personnel Management | Design Mentoring

Software

Sketch | InVision | Zeplin | Axure RP | Photoshop | Illustrator | InDesign | Keynote | Powerpoint | Microsoft Office | JIRA

Programming (working knowledge)

HTML | CSS | JavaScript