



# J A S O N   S I M O N S

PRINCIPAL UX/UI DESIGNER  
[www.jasonsmons.com](http://www.jasonsmons.com)

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Principal Designer, Art Director and Manager who specializes in UX/UI, Interaction and Visual Design. Experienced and successful leader in the design and execution of complex digital products from concept to completion. Tasked with leading the design for major high-profile initiatives and the efficient management of projects, schedules and personnel.

Organized and detail-oriented with the ability to handle multiple projects simultaneously and meet aggressive deadlines on time. Pixel perfect attention applied to developing complex workflows into elegant and eye-catching designs that simplify the user experience. Strong communication skills with the ability to clearly articulate concepts and effectively defend design decisions to executives, key stakeholders and multidisciplinary leaders and teams.

## EXPERIENCE



### **Symantec**

#### Principal UX/UI Designer Norton Global Product Design

Apr 2017 – Present  
Culver City, CA

Team leader and Principal Designer heading the overall UX/UI design for the Norton Privacy Manager cross-platform digital application.

- Leading from concept to completion the entire Product Design across mobile and web platforms for Norton Privacy Manager - an application focused on personal digital privacy.
- UX/UI concepts and iterations, user flows, low and high-fidelity wireframes, requirement validation, user testing, final UX/UI, and visual design.
- Manage and Art Direct all design work and schedules of other designers assigned to the project.
- Develop schedules, coordinate meetings, lead design reviews between Design and Engineering, Marketing, Legal, and external vendors.
- Responsible for presenting and defending design concepts and decisions to executive leadership.
- Work directly with the Vice President and Creative Director of Norton Global Product Design, Director of Engineering, Tech Development leaders, Marketing, Legal as well as Product and Project Managers.



### **Disney Parks & Resorts Digital**

#### Senior Interaction Designer Web & Mobile Product Design

Feb 2015 – Feb 2017  
Glendale, CA

Interaction Design for international mobile applications and web sites across all Walt Disney Parks & Resorts digital experiences.

- Lead Interaction Designer for a multimillion-dollar Walt Disney World project tasked with fixing major problems in account and trip planning management. Designed a system and interface to help guests recognize profile and organizational issues during their pre-planning process.
- Developed the complex cross-platform UX functionality for the implementation of Disney's 2016 Seasonal Tiered Ticketing program.
- UX, Interaction Design, and Information Architecture for responsive web and mobile digital products including: A/B testing, online dining reservation modifications, improved password and account security identification standards, and large group itinerary planning.
- Created the information architecture for a pattern library to unify usage of common digital elements 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

Senior Designer | Art Director

NBC.com

Jul 2009 - Nov 2013

Universal City, CA

UX/UI design for the overall NBC.com experience, Lead designer for NBC show sites and Art Director and Manager overseeing a team of designers.

- Assisted Vice President of Design with developing new UX/UI design standards across the site to improve the user experience, develop simplified design templates on a responsive framework, and transform NBC.com from a heavy editorial content site to a video-based experience.
- Lead Designer handling all UX and visual creative duties for NBC Primetime and Late Night show sites and their respective 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.
- Art Direction, management, and mentoring to a team of designers with the responsibilities of design critiques, project scheduling, and yearly reviews.
- Worked directly with heads of NBC Marketing to deliver a unified message and tone for show promotion across all digital, social, and print platforms.



## NBCUniversal

Web Designer

NBC.com

Feb 2006 - Jul 2009

Universal City, CA

Created the original website and feature designs for NBC Primetime and Late Night show sites and managed a complete redesign of NBC.com.

- Redesigned NBC.com in 2007. Responsible for the final visual look, structure, navigation, and all interior page templates for the entire site.
- Designed and developed from concept to hand-off all Photoshop and Flash files for all show site designs and related 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 Enterprises, Inc.

Web Designer

Playboy.com

Aug 2000 - Nov 2005

Chicago, IL

Responsible for 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.
- Daily interaction with the Senior Editor and section editors to develop original editorial content and market Playboy products, services, and events through their incorporation into feature designs.



## Playboy Enterprises, Inc.

Art Assistant | Pre-Press Production

Playboy Magazine

Nov 1996 - Aug 2000

Chicago, IL

Assisted the Creative Director and Art Directors in handling all aspects of page layout design, photography, and art materials for Playboy Magazine.

- Prepared for press the final electronic layouts for all art and photo related pages of Playboy magazine.
- Responsible for high-res photo scanning, touch-up and compositing of photos and illustrations, and the overall page layout of photos, graphics, spacing, colors and font usage.

## EDUCATION

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

## SKILLS

UX/UI Design | Interaction Design | Visual Design | Wireframing  
User Flows | Concepting/Iterations | Information Architecture  
User Testing | Rapid Prototyping | Art Direction | Scheduling  
Project/Personnel Management | Mentoring

## SOFTWARE

Sketch | InVision | Zeplin | Axure RP | Photoshop | Illustrator  
InDesign | JIRA | Microsoft Office | Keynote  
Working Knowledge  
HTML/CSS | JavaScript | BBEdit | Flash | Final Cut