

ART DIRECTOR // UX/UI INTERACTION DESIGNER // VISUAL DESIGNER // MANAGER

Art Director, Lead Designer and Manager who specializes in UX, Interaction and Visual Design. Over 15 years of experience in digital design with a primary focus on mobile and web design and the efficient management of projects and personnel. Pixel perfect attention applied to making clean, effective and eye-catching designs that simplify the user experience. Strong leadership, strategy and communication skills with a technical background and aptitude. Highly organized, fast and detail-oriented with the ability to handle multiple projects simultaneously and meet aggressive deadlines on time.

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CAREER HIGHLIGHTS



Lead Interaction Designer for a multimillion-dollar Walt Disney World project tasked with fixing major problems in account and trip planning management. Created a system and interface to help the guest recognize issues during their pre-planning process.



Instrumental in several redesigns of the entire NBC.com website. Created new UX/UI design standards to enhance functionality, develop a new visual identity and transition NBC.com from a heavy editorial content site to a video-based entertainment experience.



One of a few select designers accountable for the original design, HTML hand-coding and management of all web pages for entire sections of Playboy.com and its subscription site.

WORK EXPERIENCE

▶ **WALT DISNEY PARKS & RESORTS DIGITAL (WDPRD) // Senior Interaction Designer**

Feb 2015 - Present // Glendale, CA

Leading UX and Interaction design on mobile, web and app sites and products across all Walt Disney Parks & Resort digital experiences.

- Lead the Interaction Design for one of Disney Parks & Resorts highest priority projects involving trip planning and guest account management. Solved a problem of guests attempting to resolve major profile and organizational issues in their trip planning experience.
- 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 improvements, online dining reservation modifications, improved password and account security identification standards and large group itinerary planning.
- Collect and synthesize user testing results, qualitative and quantitative research and business requirements to validate design decisions.
- Create complex wireframes, prototypes, navigation flows, site maps and user stories and personas that are guest centric.

▶ **JASON SIMONS DESIGN // Art Director // Senior UX/UI Designer**

Feb 2014 - Jan 2015 // Los Angeles, CA

- Entrepreneurial exploration of a business startup for a new digital video-based service. Project is still being developed in my spare time.

▶ **NBC.com // Senior Designer // Art Director**

Jul 2009 - Nov 2013 // Universal City, CA

Worked on the overall design and UX/UI of the NBC.com website and mobile platforms. Handled all visual and UX creative duties for numerous NBC Primetime and Late Night show sites and their respective features. Additional duties included the Art Direction and management of a team of designers with the responsibilities of design critiques, assignment scheduling and prioritization, yearly reviews and mentoring the team in the production of high quality designs.

- Worked yearly on the redesign of NBC.com by incorporating new UX/UI design standards across the site to improve the user experience, develop simplified design templates on a responsive framework, and create a new visual identity each fall season for NBC.com.

- Assisted the VP of Design with UX/UI design strategy, various project management tasks and personnel interviews.
- Contributed Art Direction to the creative of third party vendors in the production of web and mobile voting apps, contests and features.
- Created digital campaigns for advertisers by integrating the client's branding and messaging within the show sponsored site or feature.
- Collaborated daily with product managers, web and UX designers, site producers, photo, video, editorial and tech teams in the development and execution of digital products.
- Worked directly with heads of NBC Marketing to deliver a unified message of show promotion across all digital, social and print platforms.

NBC Show Site Designs // 2009-2013

Saturday Night Live, SNL Archive, The Tonight Show with Jay Leno, America's Got Talent, The Biggest Loser, The Blacklist, Hannibal, Parenthood, The Playboy Club, The Firm, Animal Practice, Off Their Rockers, Undercovers, Perfect Couples, Persons Unknown, Miss Universe, Miss USA

► **NBC.com // Web Designer**

Feb 2006 - Jul 2009 // Universal City, CA

Handled the entire original design for multiple NBC show websites. Designed and developed from concept to hand-off all Photoshop and Flash files for all materials associated with each show including all interactive features, flash microsites and animations, editorial and graphic site updates, mobile assets, social promotional graphics, sponsor integrations, game screen designs and banner ads.

- Responsible for the redesign of NBC.com in 2007. After an extensive design review process my design was selected to be the new identity of NBC.com. This included the final look and structure of the NBC.com home page, navigation and all interior page templates.
- Continually displayed advanced level Photoshop proficiency in the creation of digital Key Art for detailed show site designs.
- Designed and developed interactive Flash microsites, features and promotional sites for high-profile shows and sales sponsorships.

NBC Show Site Designs // 2006-2009

Saturday Night Live, The Tonight Show with Conan O'Brien, The Tonight Show with Jay Leno, 30 Rock, ER, Heroes, Southland, Lipstick Jungle, My Own Worst Enemy, American Gladiators, Law & Order: Criminal Intent, Las Vegas

► **PLAYBOY.com // Web Designer**

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.
- Hand-coded the HTML for my originally designed web pages including features, pictorials, interviews, voting poles and reviews.
- Worked directly with the Senior Editor, Creative Director and section editors of Playboy.com to develop content and digital strategy.
- Daily interaction with editorial, photo, tech, marketing, sales, rights and legal departments in relation to presenting content on the web.
- Videographer at select photo shoots assigned to tape raw footage usable as editable content for online features and pictorials.
- Marketed Playboy subscription site, advertisers and Playboy products, services and events through their incorporation into feature designs.

► **PLAYBOY MAGAZINE // Art Assistant // Pre-Press Production Artist**

Nov 1996 - Aug 2000 // Chicago, IL

- Assisted the 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 the magazine. Responsibilities included high-res photo scanning, touch-up and compositing of photos and illustrations and overall page layout of photos, graphics, spacing, colors and font usage.

PROFESSIONAL SKILLS

Art Direction // UX/UI Design // Interaction Design // Visual Design // Information Architecture // Management

Applications: Photoshop • Illustrator • InDesign • Sketch • InVision • Axure • OmniGraffle • Keynote • Microsoft Office

Working Knowledge: HTML • CSS • JavaScript • Flash • Final Cut • BBEdit • JIRA

EDUCATION

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