



J A S O N S I M O N S

LEAD PRODUCT DESIGNER
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Lead Product Designer and Manager with over 15 years of UX and Visual Design experience in the development of complex and innovative cross-platform digital products. Proven success leading high-profile initiatives from concept to completion with exceptional management of projects and personnel. Proactive communicator, highly organized, and detail-oriented with a focus on creating eye-catching visuals that compliment the simplest and best user-centered experience possible.

EXPERIENCE

PayPal

Senior UX Designer

Jun 2021 - Present | Austin, TX (remote)

- Redesigning the native app Consumer Guest checkout experience to promote new user growth, increase conversation rates, and enable users to access new “Buy Now, Pay Later” payment options.
- Designing Hub templates and Design System updates to provide Merchants easy access to high-level information and actionable items in key areas of the PayPal Small and Medium Business platform.
- Expanding the Merchant post-purchase Shipping platform by creating UX improvements to all single and bulk label purchase flows, optimizing the onboarding process, and redesigning foreign and domestic shipping forms.

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 all final UX/UI concepts, user flows, low and high-fidelity wireframes, requirement validation, user testing, A/B testing, final UX/UI and visual design.
- Managed all design work, 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.

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.
- Reimagined and successfully designed an entirely new simplified system and interface that enabled guests to recognize profile, reservation, and itinerary issues during their pre-planning process.
- Developed the complex cross-platform UX functionality for responsive web and mobile digital products including: seasonal tiered ticketing, 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.

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 Enterprises | 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 | Agile Project Management

Leadership

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

Software

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

Programming (working knowledge)

HTML | CSS | JavaScript