

# IMANI SIMPSON

## PRODUCT DESIGNER

### CONTACT

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### EDUCATION

MIAMI AD SCHOOL  
ART DIRECTION  
JUL 2018 - JUN 2020

UX ACADEMY | DESIGNLAB  
PRODUCT DESIGN  
OCT 2018 - MAR 2019

### SKILLS

#### Design

Persona Development  
Sketching  
Wireframing  
Prototyping  
Handoff

#### Research

User Interviews  
Usability Testing  
Contextual Inquiry  
Analysis

#### Tools

Figma + Framer  
Pen + Paper  
Adobe Creative Suite  
Dscout  
Optimal Workshop

#### Development

HTML/ CSS/ JS + React

#### Project Mgmt + Communication

Slack  
Notion  
Jira  
Atlassian  
Google Cal

### EXPERIENCE

#### SmartLogic

Product Designer Remote, Nov 2020 - current

- Work closely with multiple engineers and a senior designer
- Make design changes in CSS to directly update client products
- Create pull requests in GitHub and push design updates to staging
- Present design work and speak to decisions based on research and best practices
- Assisted in building a white label design system to establish consistent design for various projects

#### Publicist co.

Freelance Product Designer New York, June '20 - Feb '21

- UX/UI design for a SaaS product that connects brands to communications talent
- Collaborated with the engineer to feasibly iterate on the product
- Conducted B2B/B2C user research and interviews to better understand the needs of the client and talent users
- Shipped features based on user feedback and business objectives
- Worked with content strategists to improve UX for media marketing efforts to increase user acquisition and retention
- Created a design system to streamline workflow and simplify developer handoff

#### Elephant

Designer New York, Apr - June 2020

- Pitched ideas for global brands
- Worked with cross-functional teams to advance designs
- Ideated digital experiences for a Marc Jacobs collection launch
- Defined the navigation experience for Peacock on TV, Web, Tablet and Mobile
- Worked directly with the Lead Engineer and Design Lead to define the user experience for a touchless app

#### Skinary

UX Researcher Remote, Jan - April 2020

- Lead evaluative and generative research with a team of 5 to define market placement for an iOS app launch
- Uncovered trends, unique insights, and actionable data from various analysis such as market, thematic and competitive analysis
- Communicated research directly with founder to help shape the product

#### Publicis Sapient

UX Associate Miami, July - Dec 2019

- Assisted as an information architect for a web redesign of Orangetheory AU
- Worked with a team of 10 to define the user journey for the home screen and booking flow
- Created process deliverables such as user flows, sitemaps and wireframes
- Created mockups and pitched visual design ideas to influence the UI