



## KRISTI SIMMONS

Kristi Simmons

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## TECHNICAL SKILLS

Ideation, Branding, Strong Design Principles, Typography, Designing for Print, Color Theory, Digital Design, Website Design, Adobe Suite, Microsoft Suite, Google Suite, Procreate, Miro, Premiere Pro, After Effects, Figma, Adobe XD

## UI/UX

Prototyping, wireframing, user flows, mockups, Information architecture, Human-centred design research, usability testing, HTML, CSS, Javascript

## EDUCATION

UI/UX Certificate — UTSA School of Data Science

Diploma of Web Design & Development — Art

Institute of Pittsburgh

Associate of Applied Science,

Visual Communications — Chemeketa Community

College, Salem Oregon

## VOLUNTEER EXPERIENCE

Heritage Commissioner

City of New Braunfels, TX

April 2021 - Current

Giving Committee Member,

NB Women Go

2022 - Current

Marketing Chair

Alamo City Roller Girls

February 2023-Present

President, Vice President, Marketing Chair

Renegade Rollerderby of Oregon,

January 2006 – January 2009

## SUMMARY

Creative-results UX/UI Designer, and an accomplished Graphic Designer combining creativity and usability perspective to design web and mobile applications. Success in creating compelling user experiences to improve brand loyalty, customer retention, and conversion rates.

## EXPERIENCE

### Honey & Hare | Kristi Simmons Design, New Braunfels, TX

Freelance and Contract UI/UX Designer | Graphic Designer 2012 - Present

Job responsibilities include written and oral communication. Initiating, planning, and executing projects start to finish. Illustrate design ideas using storyboards, process flows and site-maps, create wireframes and prototypes using Figma and Adobe XD. Develop and facilitate human-centered research including creating surveys, questionnaires, and conducting recorded interviews. Develop, and maintain brand strategies. Create original graphic designs and UI elements. Design presentations to present to stakeholders and investors.

#### Key Accomplishments:

- In 2022 I worked with 29 clients on developing Brand Strategies; I launched 10 successful Responsive Websites using industry best practices and custom designs.
- Winner of two Maggie Awards while working for a regional lifestyle publication.
- Helped a small snowboard company win a \$100,000 investment with a proposal deck layout and design.

### G5, Bend, Oregon

Senior Design Specialist

December 2012 - May 2017

A creative leader and subject matter expert in user interaction, a graphic designer of captivating visual design for print and web projects. Worked within a team of other highly skilled creatives.

#### Key Accomplishments:

- Became a trusted and valued member of a creative team and mentor of entry-level designers.
- Implemented additional skills, ideas and processes into the company department.
- Created a proposal deck that helped G5 Search marketing win a \$76 million investment with PeakEquities. This was the largest investment in a company in 2015.

### BrandMuscle, Chicago, Illinois

Senior Graphic Designer

January 2019 - May 2021

An experienced graphic designer that created, proposed and implemented creative solutions for advertising campaigns and sweepstakes for national brands. Designed and managed print and shipping for national brands displayed in stores all over the U.S.

#### Key Accomplishments:

- Placed in the top 10 graphic designers out of 200+ nationally while working for a large branding company.
- Created processes, work-flow and presentation standards that consistently won over new clients.