

Colin Simpson

colinsimpsondesign@gmail.com

Results-driven, passionate design leader

OBJECTIVE

To create engaging and impactful experiences through human-centered design.

DESIGN TOOLKIT

- Design Direction
- User Experience
- Branding
- Interactive Prototyping
- Responsive Design
- Information Architecture
- Design Systems

TECHNICAL SKILLS

- Figma
- Sketch
- InVision
- Adobe Creative Suite
- Moqups
- HTML / CSS / Javascript
- Jira / Confluence / Craft

PERSONAL SKILLS

- Empathy
- Crit
- Leadership
- Vision
- Collaboration
- Kindness

AWARDS

- Indigo Design Award ~ 1 silver
- Design Nominees ~ Site of the Day
- CSS Design Awards ~ 1 Special Kudos
- Awwwards.com ~ 2 Honorable Mentions
- San Diego Addy Awards ~ 2 Silvers
- Paul A. Lingren Art Scholarship

WORK EXPERIENCE

Colin Simpson Design

Owner / Design Director

May 2010 - Present

I consult and provide design services for growing businesses and startups that share my passion for great experiences. I truly believe nothing is more impactful than an amazing creative partnership.

Rubbl

Chief Experience Officer

Nov 2018 - Jun 2021

As CXO, I led the vision and execution of the Rubbl experience. This included the experience program, which consists of key contributions in the following areas:

- User Experience (UX): Product ideation, design, and iteration.
- Customer Experience (CX): Brand, Service & Support creation, implementation, and iteration.
- Employee Experience (EX): Research & co-creation of EX principles. Identify areas of improvement through employee surveys and engagement programs.

Bizness Apps

Design Director

November 2017 - February 2018

As the Design Director, I led a small team of designers and established the company's product and brand direction. This was a very hands on role with the opportunity to mentor Junior and Mid-Level designers. My goal was to continually show the ROI of good design through effective collaboration and great user experiences.

Senior UX/UI Designer

November 2017 - February 2018

As Senior UX/UI designer, I was responsible for the concept, execution, and delivery of creative works across the company. This includes product design for the app builder CMS and mobile experience. I also defined much of the brand direction for the marketing website and collateral design. It was a high impact role where I help shape the design language at Bizness Apps.

younity (Entangled Media)

Senior Designer

April 2015 - October 2016

As the Senior Designer at younity, I played a large role in the design direction of the company. I regularly worked on the UX and UI of all aspects of the product. I often collaborated with the marketing team on projects that involve graphic design, web design, web development, and branding. I also mentored and managed junior and mid level designers within the company.

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Callaway Golf

Interactive Designer

April 2013 - March 2015

At Callaway, I was able to sink my teeth into very large corporate projects. I was a key contributor to the redesign of callawaygolf.com and odysseygolf.com. I focused my energy on the information architecture, user experience, and visual design of the brand's web properties. I also got the opportunity to work on a few development projects with HTML/CSS and Javascript.

FreshForm Interactive

UX/UI Designer

July 2012 - March 2013

At Freshform, I was part of a passionate team of thinkers, makers and doers that collectively shaped personal digital experiences. My role as UX/UI designer spanned numerous aspects of user experience, interaction design, and brand strategy. I worked with some great clients that included Honda, Eagle Creek, and Life Technologies.

Nine Multimedia

Visual Designer

September 2010 - December 2011

At Nine Multimedia, I was the lead visual designer for internal and client facing projects. I developed and refined my skills in user experience on web, mobile, and tablet projects for Fortune 500 companies including Qualcomm and Thomson Reuters.

EDUCATION

San Diego State University

Bachelor of Arts ~ Emphasis Graphic Design

Graduated May, 2010