

SIMONE TOBIAS

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Portfolio: simonetobias.com **Publications:** medium.com/@tobias.simone

UX Designer-Researcher | Fashion Creative | Entrepreneur

About Me

In the last 20 years, I have worked as an innovative Creative Director in the fashion industry researching and creating collections with proven successes in brand identity and business developments. With an extensive background in design, I bring an empathetic and artistic eye to the user-centric process of UX. My design thinking is driven by curiosity in understanding the user and capturing insights to discover and implement thoughtful design solutions.

Professional Experience

Freelance UX Designer • March 2020 – April 2020

Urban Leisure – New York

Researched and developed user-centric tenant-facing native mobile app to enhance resident experience in a modern communal living environment. Collaborated with UX team to recruit and moderate research to incorporate at stages of product cycle. Worked in an agile environment to develop product.

Key Contributions:

- Incorporated market analysis, data-driven insights and user research findings to help drive design strategy and product decision making delivering a consistent, intuitive best practice experience with the user at the heart of every decision
- Effectively presented deliverables and communicated results and process to stakeholder with precision and clarity.
- Proven ability to move beyond data, getting to valuable insights, and effectively collaborating with team members to implement research-backed design solutions.

Career History

Creative Director • Thomas Dean – New York 2010 – 2020

Design Director • Tailorbyrd – New York 2005 – 2010

Head Designer • GIII Apparel Group – New York 2000 – 2005

Education

Certificate of Completion – User Experience Design

General Assembly – New York, NY

Bachelor of Fine Arts – Fashion Design

Fashion Institute of Technology – New York, NY

Associate of Applied Sciences – Fashion Design

Fashion Institute of Technology – New York, NY

Certificate of Completion – Fashion Design

ESMOD – Paris, France

Areas of Expertise

- User Research & Interviews
- Usability Testing
- Wireframing & Prototyping
- Information Architecture
- Affinity Mapping
- Persona & Archetype Development
- Journey Mapping
- User & Task Flows
- Site Mapping
- Heuristic Analysis
- Product Lifecycle Management
- Global Fashion Trends
- Vendor Management
- Training & Mentoring
- Product Release Cycles

Skills

- Figma
- Sketch
- Invision
- Photoshop
- Illustrator
- Bridge
- InDesign
- XD

Languages

- English
- French
- Italian
- Tagalog