



SIMONE TOBIAS

Contact: tobias.simone@gmail.com • 718.909.1988

Portfolio: simonetobias.com **LinkedIn:** linkedin.com/in/simonetobias

Professional Experience

Senior UX Designer • May 2022 – September 2023

Bonterra – Chicago

Utilising user-centered design principles, I specialise in developing digital solutions that significantly improve the usability of SAAS products, empowering nonprofits, public agencies, corporations, philanthropic organisations, and foundations to advance social justice, inclusion, care, and democracy.

Key Contributions

- Build strong partnerships with product management and engineering peers to drive strong solutions.
- Use innovative problem solving and critical thinking approaches to proactively solve a broad range of user experience problems.
- Create necessary UX artefacts to foster mutual understanding of current state and future solutions.
- Presents concepts, and/or UX solutions to stakeholders and department leadership.
- Uphold user-centered design principles and evangelise its value to stakeholders, cross-department teams, and subject matter experts.
- Contribute to the growth of the UX team and foster a collaborative team spirit by establishing a design culture within the company.

UX Strategist • April 2020 – April 2022

Direct Works Media – Chicago

Advocating for the user through careful consideration of the customer journey in a holistic way leading to better and more memorable experiences while overcoming technical challenges, and in alignment with the client's business goals.

Key Contributions

- Formulate concepts and requirements into a strategic roadmap and overall approach using UX artefacts such as site maps, user journey maps, process flows, user personas, wireframes, and low-fidelity prototypes in order to demonstrate and guide the project vision.
- Collaborate with designer and developers to take briefs and requirements from initial concepts to high-fidelity designs using Sketch and Figma.
- Balance business strategy with research insights to generate unique solutions for the clients' digital needs.

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

Skills

Adobe

- Photoshop
- Illustrator
- Bridge
- InDesign
- XD

Atlassian

- Confluence
- Jira
- Trello

Others

- Figma
- Sketch
- Invision
- UXTweak
- Ballpark
- Miro

Languages

- English
- French
- Italian
- Tagalog



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UX Design Consultant • April 2020 – Present

Unleashed Partners Group – New York

Redesigned an e-commerce site representing global fashion brands with a mission to conduct ethical production practices, and to be conscious of their distribution’s environmental carbon footprint. Worked alongside the UX team to engage and mediate research to integrate throughout the project.

Key Contributions

- Collected and analysed qualitative data through comprehensive UX research methodologies of heuristic evaluation and usability testing of current website.
- Created thoughtful and appropriate design solutions to digital challenges by translating research insights into engaging user interfaces which satisfy user needs, business requirements and technical constraints.
- Led the design implementation of the project incorporating copy, innovative visual design created in Adobe XD, and brand assets, while being mindful of usability and best practices.

Design Consultant • March 2020 – April 2020

Urban Leisure – New York

Researched and developed user-centric tenant-facing native mobile apps to enhance resident experience in a modern communal living environment.

Collaborated with the UX team to recruit and moderate research to incorporate at stages of the product cycle. Worked in an agile environment to develop products.

Key Contributions

- Collected and analysed user data through comprehensive UX research methodologies.
- Designed, planned, and executed scripts and screeners, synthesised and delivered recommendations based on findings.
- 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

Additional Professional Experience

Creative Director • Thomas Dean – New York Jan 2005 – Jan 2020

Head Designer • G-III Apparel – New York Jan 2000 – Jan 2005

Education

CPACC Certificate*

International Association of Accessibility Professionals
**pending*

Certificate of Completion User Experience Design

General Assembly
New York, NY

Bachelor of Fine Arts

Fashion Institute of Technology
New York, NY

Associate of Applied Sciences

Fashion Institute of Technology
New York, NY