Hi. I'm Simon Urbina.

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Simon Urbina is a Web Design expert, App developer, and Information Architect with 20 years of experience. He started as a Graphic Designer & Illustrator in the late 80's and made the transition to web in 1996. He's a talented Web Design Consultant that understands Business Strategy, User Experience, and Technology.

Skills & Experience

SKILL-SET

- Information Architecture
- User Experience
- Usability
- Web Design
- WordPress Theme Design
- iPhone App Development
- SEO
- Advertising
- E-mail Newsletter Design
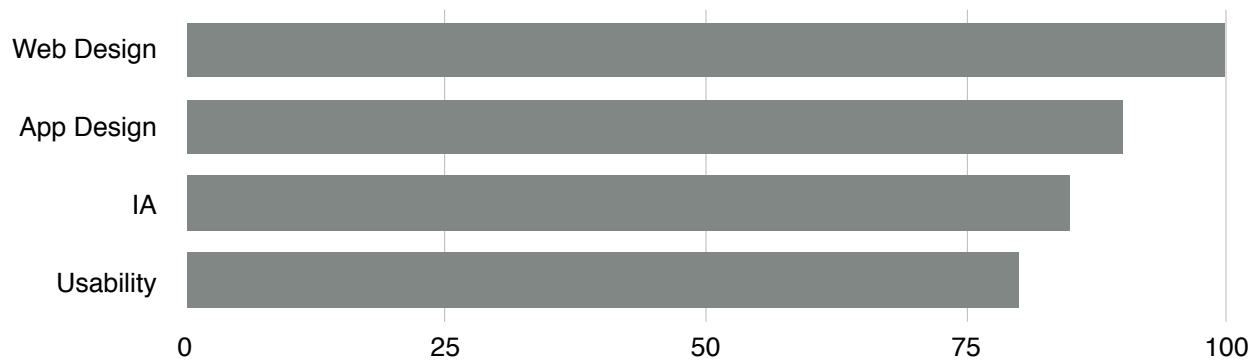- Print Design
- Illustration

TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver
- Adobe Flash
- Omni Graffle
- Visio
- Word Suite
- Quark Xpress
- Maxon Cinema 4D

CODE EXPERIENCE

- HTML
- CSS
- JavaScript
- WordPress Development
- Objective-C / iOS
- Adobe AS

SKILL-SET MASTERSHIP

Skill	Value
Web Design	100
App Design	90
IA	85
Usability	80

Scale: 0 — 25 — 50 — 75 — 100

Consulting Experience

For 20 years Simon has worked with large and small clients.
Here are *some* of those clients:

Arby's	Interval International	Sculptured Wood Works
Arsenal Clothing	Jair Corporation	Shepard Lobé Costa
Arius Tile	Kompoz	Shop Stix & Stones
Ashes To Go	Martin Shipley Painting	Silver Clouds of America
Astral Freight	Media Bakery	Sick Bastard Choppers
Ayers Home Services	Miami Short Film Festival	Sony Latin America
Bennett International	Mouse Musiq	South Beach Construction
Body Alive	Lera de Marini	Speakal
Bungalow Bebe	Liveitup	The Integration Works
Clouds	Loungn'	Tough Academy
Condo Direct	Photos2Books	Turboscan International
CRI	Planeta Networks	United Colors of Benetton
Design Bureau	R2 Ventures	Urban Match
Discovery Years	Radiant Holdings	Visa Latin America
FF&E	Rescue Mission	Viva Directory
GIS	RYE Express	Zimmerman Advertising
Grossman M & A	Promerica	
Herzig Custom Cabinetry		
iCreatives		

9 to 5 Experience

Confidential / Work-for-hire 2010 – 2013
SENIOR DESIGNER

ZIMMERMAN ADVERTISING PARTNERS 2009 – 2010
SENIOR DESIGNER

- Oversee Design of Luxury Real Estate brands.
- Ensure Usability and UX on applicable customer facing pages.
- Create annotated Wireframes & create Comps.
- Apply JS frameworks to improve User Experience.
- Apply Social Technologies.
- Work Alongside Creative Directors, Art Directors, AEs, ACs.

INTERVAL INTERNATIONAL 2004-2008
INFORMATION ARCHITECT / UX

- Oversee and innovate with limited supervision on all user-facing pages.
- Took Content Inventories, developed Personas, delivered annotated Wireframes, conducted Usability testing, created POCs, created color Comps, delivered Power Point presentations, and Flow Diagrams while leveraging style guide.
- Created cohesive pages across all domains including B2C & B2B sites.
- Analyzed user data and made recommendations pre and post initiative.
- Ensured User Experience to increase propensity of positive usage.
- Gained signatory status for the IA role to ensure the best User Experience.
- Developed theories on IA / Usability Protocols which were implemented.
- Wrote a Travel 2.0 paper, which was circulated at the executive level.
- Was a proponent for the best User Experience.
- Considered tech pros and cons in terms of cost benefit and made recommendations.
- Interfaced between project owners and developers to deliver cost effective designs.
- Worked along side BAs, Business Groups, Executives, Development Teams, and Consultants.
- A great team backed me up and we were all up for the challenge.

INTERVAL INTERNATIONAL 2003-2004

WEB DESIGNER / ASSOCIATE INFORMATION ARCHITECT

• As a consultant helped innovate Interval's E-Mail campaigns and lend a design hand to designers already on the team.
• Helped change E-Mail to an application driven solution.
• Responsible for delivering annotated wire frames, color comps, iconography, HTML coding in the context of JAVA, and usability support.
• Worked along side BAs supervised by a manager.

RADIANT HOLDINGS / NUMIND 2002-2003

WEB / PRINT / INTERACTIVE DESIGNER

• Responsible for working with internal business units to deliver designs for print and web.
• Created successful flash spots and presentations for the executives.
• Deliverables included color comps, coding, flash animation, iconography, signage, and photography.

PLANETA NETWORKS (Now Batanga.com) 1999-2001

WEB / PRINT / INTERACTIVE DESIGNER

• Responsible for creating HTML and Flash driven sites in support of all their domains.
• Worked along side a team of designers and programmers for corporate and product related initiatives.
• Examples of products include micro flash sites for "Hollowman", "The Replacements", "Deftones", "Bon-Jovi", and supporting all banner collateral to name a few.
• Created an engaging Flash driven presentation guided by the CEO.

SILVER CLOUDS OF AMERICA 1994-1997

CREATIVE DIRECTOR

• Oversaw all creative aspects Silver Clouds company.
• Responsible for delivering print driven design from hang tags to signage and everything in between.
• Worked along with the Owner to communicate his brand vision as effectively and efficiently as possible across the print medium.

Education

- Mac-Institute, 1992 Adobe PhotoShop, Quark, Freehand
- Macromedia Authorized Training Program, 2000 Accredited Advanced Macromedia Flash
- Art Institute of Ft. Lauderdale, 2001 Graphic Design

Noteworthy Conferences

- 2004 – Adaptivepath Washington D.C., VA
- 2003 – Usability 8 Boston, MA

Awards

- 2004 Interval International Crystal Excellence Award
- 1999 AIFL Dean's List