

# Hi. I'm Simon Urbina.

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# Skills & Experience

## Skill-Set

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

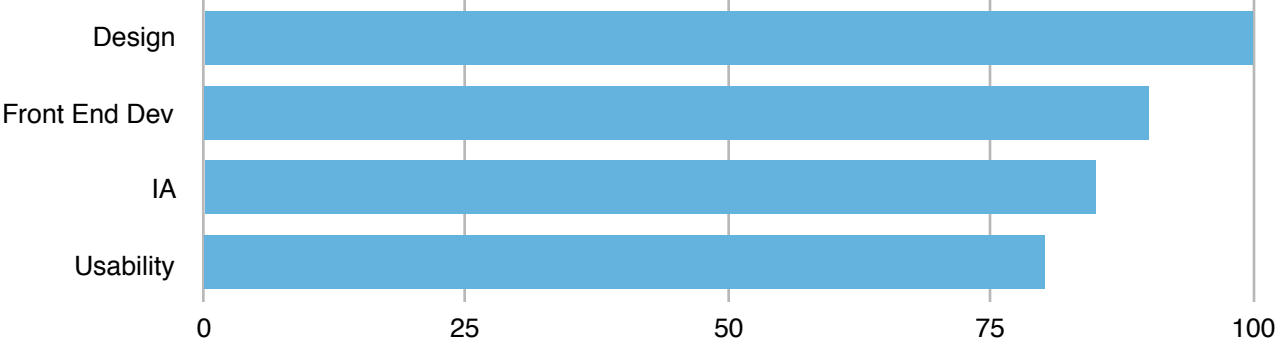
## Tools Mastered

- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver
- Adobe Flash
- Sublime Text
- GIT
- Grunt
- Gulp
- Omni Graffle
- Visio
- Word Suite
- Quark Xpress
- Maxon Cinema 4D

## Code Experience

- HTML
- PHP
- CSS
- jQuery
- WordPress Development
- Objective-C / iOS
- Adobe AS

# Skill-Set Mastery



# Overall Experience

For more than 20 years Simon has worked for clients directly and with clients through amazing agencies or studios.

Appirio  
AppPresser  
Arby's  
Arsenal Clothing  
Arius Tile  
Ashes To Go  
Astral Freight  
Ayers Home Services  
Bennett International  
Body Alive  
Bungalow Bebe  
Christian Research Institute  
Clouds  
Combloc Customs  
Condo Direct  
Covert Cabinetry  
Design Bureau  
Discovery Channel  
FF&E  
GIS  
Grossman M & A  
Hurtt Family Clinic  
Hank Hanegraaff  
Herzig Cabinetry  
iCreatives

Interval International  
Jair Corporation  
Jim Palmer  
Knowledge@Wharton  
Kompoz  
Maintainn  
Martin Shipley Painting  
Media Bakery  
Miami Short Film Festival  
Michael C. Fina  
Mouse Musiq  
National Park Service  
Orange County Rescue Mission  
Laurel House  
Lera de Marini  
Loungn'  
Photos2Books  
Planeta Networks  
Pluginize  
Promerica  
R2 Ventures  
Radiant Holdings  
Reactor  
RYE Express

Sculptured Wood Works  
Shepard Lobé Costa  
Shop Stix & Stones  
Silver Clouds of America  
Sick Bastard Choppers  
Skype  
Sony Latin America  
South Beach Construction  
Speakal  
The Integration Works, LLC  
Tough Academy  
Turboscan International  
United Colors of Benetton  
Urban Match  
Visa Latin America  
Viva Directory  
WebDevStudios  
Zimmerman Advertising

# Work Experience

## **WebDevStudios | June 2014 – March 2016**

Designer / Front End Developer

- Created designs and pitched designs directly to clients with limited supervision.
- Built out designs in a pixel perfect manner for the WordPress platform.
- Created designs to improve branding or add to brand platform.
- Worked on multiple WebDevStudios products with limited supervision.
- Worked on content strategy for clients and internal projects.
- Deliver print ready artwork for offline assets.

## **Acquinity / Modern Ad Media | May 2010 – April 2013**

Senior Designer

- Created hundreds of landing page designs based on executive strategy
- Build out the landing pages
- Worked under Creative Director

## **Zimmerman Advertising Partners | June 2009 – March 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 | August 2004 - September 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.
- Gained signatory status for the IA role to ensure the best User Experience.
- Wrote a Travel 2.0 paper, which was circulated at the executive level.
- Was a proponent for the best User Experience.
- Considered cost benefit and made recommendations.
- Interfaced between project owners and developers.
- Worked along side BAs, Business Groups, Executives, Development Teams, and Consultants.

## **INTERVAL INTERNATIONAL | March 2003 - August 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 | August 2002 - February 2003**

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 | July 1999 - November 2001**

Interactive Designer

- Responsible for creating HTML and Flash driven sites for 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 | March 1994 - July 1998**

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

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

## 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