

**Alex Simmon**  
Staff Product Designer

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Introduction

Product designer with management and facilitation skillset, interested in discovering why people do what they do and designing a meaningful experience around that. I have experience leading design in startups as well as working in mature design organizations. I enjoy collaborating with product and development teams on lean solutions and working to optimize product team practices and collaboration.

Tools

Figma  
Sketch  
Workshops  
Miro

Experience

**Shopify** /Remote  
May 2021- Current

**Staff Designer:** As the only staff designer across my design org I lead complex projects and define the scope of design. I work closely with my product, data and engineering counterparts to strategically drive our roadmap, and support design leadership in establishing culture and design practices. I actively mentor designers across my team through pair design sessions, workshops and design critiques.

Address Optimization, Checkout rates, Tracking Experience

**Stronghold Resource Partners** /Austin, TX  
Jan 2020- May 2021

**Design Director:** As the design director, my role was to understand the complexities of a complex end-to-end process that spanned multiple user roles and build a solution that would serve all needs. I worked closely with product and development teams to ruthlessly prioritize and design solutions based on features that would have the biggest impact for users.  
Geospatial mineral rights tool

**Pivotal Labs** /Austin, TX  
Jul 2018- Jan 2020

**Senior Design Lead:** As a design consultant my role was to enable a client team to build a working product that solved user needs. We used a lean product methodology and pair designing to work on a balanced team and build working software. A key component of this work was to demonstrate to stakeholders the value of our collaborative teams by exceeding team and department KPI's.

Pivotal Internal (Dev tools), Dell (Product Logistics, Digital Fulfillment, LATAM Finance, UI Core, Credit Replacement), and Boeing (NDA)

**Arity Labs(Allstate)** /Chicago, IL  
Jun 2017- Jun 2018

**Senior Design Manager:** Managed three designers and worked within a senior design leadership cohort to establish best practices and culture. By leveraging pair design we brought products through inception to implementation, and working with balanced team to lead research, create user flows, test wireframes/prototypes and facilitate stakeholder workshops.  
Shared Mobility Solutions (Application), Goodhands Rescue Network (mobile app)

**IBM** /Austin, TX  
Jun 2015- Jun 2017

**UX Designer & Researcher:** Worked in several different complex domains within large design teams and led research efforts to align key stakeholders and integrate designs into the development process. Created user flows, product diagrams, designed wireframes and prototypes, tested with users and facilitated workshops.

Data Science Experience, Information Lifecycle Governance (legal tech), DashDB (data storage)

**Honeycando** /Chicago, IL  
Apr 2013- Jan 2015

**Lead Industrial Designer**

**Designation Bootcamp** /Chicago, IL  
Nov 2014- Mar 2015

**UX/UI Apprentice:** Practiced UX and Research methodologies with short-term client engagements and experienced mentors.

**Auburn University** /Auburn, AL  
Graduated 2012

**Industrial Design:** College of Architecture, Design and Construction

Education

Strengths

Advocating for Design  
Design Experiments  
Lean Product Development  
Working closely with Dev  
Facilitating Workshops  
Relationship Building  
Accessibility Standards  
N/N Heuristics  
JTBD Methodology

Training

Storytelling in Design  
/DesignerFund via Shopify 2022  
  
Design for Business Impact  
/DesignerFund via Shopify 2022  
  
Situational Leadership Training  
/Arity 2018  
  
Jeff Patton Workshop  
/Arity 2018  
  
LUMA Training  
/Arity 2017  
  
Erika Hall Research Workshop  
/IBM Design 2017  
  
Designing Facilitator Activation  
/IBM Design 2017