

Simon S Sotelo	
Portland-based creative. 15+ years of creative leadership. Research, strategy, design, planning, repeat. <u>Weird Wonderful LLC</u> Creative Partner (2019 - Present) I work with a wide range of individuals, start-ups, non-profits, and creative agencies. I lead and support projects from research to ideation to launch. Clients receive through support and education while working together and often return for more services or referrals because their business and growth needs are exceeded. <u>Santa Clarita College of the Canyons</u> Adjunct Faculty • Digital Illustration (2023 - Present) I introduce students to the concept of illustration as a tool, practice, and graphic art. I developed a curriculum that teaches skills required to communicate complex narratives in as little as one image or icon. <u>Truist Foundry</u> Senior Designer II • Product (2022 - 2023) Combining my experience as a creative leader with emerging technology, I developed new products and user experiences which benefit the many lines of businesses at Truist, their multi-generational clients, and Long Game's existing user base. As The Foundry's accessibility expert, I developed cross-functional implementation workflows to improve a variety of existing product features. This included researching experimental accessibility solutions for mobile games, a sector of tech with expansive opportunities to innovate. <u>Fiction Tribe</u> Senior Designer & Lead Illustrator (2017 - 2019) I joined the team as a designer & illustrator, leading visual design for new projects and eventually grew into a creative leader producing and art directing campaigns from inception to launch. I demonstrated my investment in the company by developing inclusivity trainings based on my work as Equity & Inclusion Director for AIGA Portland in an effort to secure the quality talent and expand out clientele.	<u>Contact</u> wave@simonsotelo.com (323) 395-1688 Portland, OR (UTC -7) <u>Select Client List</u> Adre Development AMEX Apple EDU Brightline Bumble Cisco Evergreen Action FunnelBox Video GoodRx NestEgg Trust Nuro Rosewood Creative Ruby Shortstack Housing Sound Hound/Houndify ThreadUp Thrive Market UX Collective Verizon Enterprise Solutions Warby Parker <u>Creative Skills</u> Branding, Identity, & Strategy Sustainable Marketing Art Direction Storyboarding Video Production Product, UX, & UI Design User Research Prototyping & Testing <u>Technical Skills</u> Figma Adobe Creative Suite Notion Google Docs Microsoft Office Miro Descript Jira Trymata User Testing
<u>CloudOne</u> Founding Designer (2015 - 2017) <u>Classic Hardware</u> Production Designer (2012 - 2013)	<u>BLKBX Creative Group</u> Junior Designer (2013 - 2015) <u>Zico Coconut Water</u> Production Designer (2011 - 2012)