Asher Isaac Simonds

Seattle, WA 98121, USA asher@ashersimonds.com 585-309-1493

fulltime.ashersimonds.com linkedin.com/in/asimonds

EXPERIENCE

INDEPENDENT CREATIVE CONSULTANT & DESIGNER
SEP 2018 –

- Operates design and marketing practice to help clients advance their strategic goals. Works across a variety of industries and business states (sole proprietors, startups, to 400M+ revenue enterprises) to build websites, digital products, identity systems, campaigns, and marketing assets

SELECT PROJECTS:

CEEATTLE (MEDIA, TECH)

- **Identity / Product / Web / Marketing** - UX, UI, and dev for professional networking MVP, marketing websites, and identity for founder's marketing/art/technology business targeting Seattle's tech sector. Helped establish initial members, 3+ artist vendors, and 1 Series-A client for the brand.

SCRUT AUTOMATION (SECURITY, TECH)

- **Identity / Marketing** - Collaborating with CEEATTLE; Worked with executive team to conduct market research for and streamline its visual identity, principle sales materials, and ad templates in preparation for expansion of enterprise market play. New consistency helped social team increase LinkedIn average monthly post count 15% in following year.

CIS SECURE (GOVT, TECH)

- **Identity / Marketing** - Worked with marketing and product executives to improve sales materials and experiences. Established core visualizations and style for executive sales materials and standardized decks. Created a physical sales exhibit package the team could change based on context.

JILL MCCRACKEN (MUSIC)

- **Website** - Designed and built a custom marketing site to increase fan engagement using new types of content. Client recognized it as improving ticket sales and industry opportunities.

SWAPPA, LLC (ECOMMERCE)
CREATIVE DIRECTOR
JAN 2017 – JUNE 2018

- **Brand Strategy** - Led design and deployment efforts for a refreshed brand identity allowing Swappa to grow from 4 to 8 product categories. Helped expand customer reach by leading design of digital and print campaigns with partner MVNOs.
- **Product Vision & Strategy** - Helped launch an affiliate program with embeddeable sales widgets. Designed direct retail experiment (Swappa Store). Updated Android app to afford for new categories and price trend data, Swappa's most valuable web features by usage
- **Research & Design** - Iterated on Swappa's purchase and sell/listing funnels. Launched updates to the web marketplace design system, onboard, user account, search, and PDP views that helped increase Swappa's signup rate to crest 1M users and $90M in seller proceeds.
- **Leadership** - Established design team (hired and led 1 report) and its processes for accountability between engineering and marketing.

CYANOGEN, INC. (TECH)
SENIOR PRODUCT DESIGNER
DEC 2013 – DEC 2016

- **Product Vision & Strategy** - Worked with design, product, and engineering leadership to establish company product direction (Themes, MOD platform) and intention for all elements of an Android-based mobile platform (OS, apps, services).
- **Partnerships** - Worked with brand stakeholders (Microsoft, Dropbox, Twitter, Uber, Lyft) to create micro-platforms integrated across Android system and core apps. Designed several OEM OS system themes for supported hardware partners (OnePlus, Micromax) launching to 1M+ customers.
- **Research & Design** - Worked with in-company stakeholders and community contributors to build improvements to OS and apps (customizable quick settings UX; launched Gallery, File Manager, Camera apps). Point-person for design of purchase-ready themes storefront app and core theme template which centralized hundreds of 1st-3rd party listings and facilitated ~10M downloads in its life cycle.

DIRECTOR, MARKETING

- **Brand Strategy** - Responsible for driving the production of company brand and identity, including considerations for website, voice, and print. Established dropship merch storefront to engage with existing software fanbase.
- **Campaign Management** - Produced promotions for Oppo partnership. Planned and executed OnePlus One go-to-market campaigns, including digital and in-person activations, to engage press and customer base for the device's launch
- **Community Relations** - Partnered with community liaisons to build engagement with a 1M+ developer and user base.

IDEAA (INTERNATIONAL DEVELOPER EDUCATION & ADVOCACY ALLIANCE - TECH, NONPROFIT)
DEC 2012 – OCT 2016
VP, CREATIVE

- **Brand Strategy** - Designed and deployed an organization-level brand identity allowing IDEAA to diversify its event schedule from 1 to 4+ annually
- **Creative Direction & Strategy** - Guided definition of organization mission and set goals with leadership team to implement smaller strategic events which grew total attendance by 60% in first year.
- **Research & Design** - Led design direction for 10+ events, executing across event identity, website, social, mobile app, and physical experience to deliver educational, social, and networking value for attendees and sponsors alike
- **Leadership** - Recruited, led, and mentored creative team of up to 5 to enjoy assignments and grow new skills on a mostly volunteer schedule. Worked with operational, engineering, and marketing leaders to keep multiple projects and scheduled timelines in sync.

EXPERIENCE (CONT.)

CYPHERWORX, INC. (TECH, ELEARNING)   SEP 2010 – DEC 2013
DIRECTOR, MARKETING

- **Brand Strategy** - Worked with executive stakeholders to execute a company rebrand aligning its 3 house of brands portfolio under clearer goals and identities for their verticals. Streamlined and modernized marketing websites and established social media content strategy targeting the nonprofit sector. Led 1-2 company interns in content creation.
- **Outreach & Stakeholder Management** - Helped founders manage a portfolio of 180+ clients. Worked with sales team to align campaign funnels to demos and prospect fielding. Worked with sales and instructional design leadership to define CRM processes and handling of customer needs.
- **Partnerships** - Helped onboard clients (San Diego Zoo, NIOST) and with them produced in-network marketing campaigns to onboard internal staff and champion CypherWorx services to member organizations
- **Research & Design** - Produced digital and print materials for founder-led sales, sales team, and online campaigns. Created multimedia to assist in clients' introduction to eLearning systems. Began working with development team to redesign core eLearning platform product for new commercial customer class.

INSTRUCTIONAL DESIGNER

- **Content Design and Narrative** - Helped build the CypherWorx content library by interpreting dozens of complex topics (fundraising, crisis management, organizational planning, et al.) into evergreen interactive training modules, courses, and resources.
- **Partnerships** - Worked directly with content matter experts from clients (San Diego Zoo, WAZA, et al.) to plan, design, and vett tailored onboarding and training content for their teams
- **Research & Design** - Used internal and external stakeholder feedback to redesign CypherWorks' core product interfaces. Iterated with team members on improvements to internal content design tools and modules.

OPEN SOURCE VOLUNTEERING

LINEAGEOS   JAN 2017 –

- **Brand Strategy** - Participated in the CyanogenMod to LineageOS transition by helping establish brand principles and designing a new visual identity
- **Research & Design** - Works with developer members to run user research, define projects to fill gaps in AOSP and needs of the project community base. Work covers iterative improvements and new releases for OS (improved launcher UI for set-top devices; designed updated boot-level UI), core apps (launched Camera, Music apps, explored Health platform), and web (improved IA for device variants; simplified downloads portal)
- **Art Direction** - Provides graphic design and content development across system (boot animations, wallpapers, iconography, motion) and web (landing page updates, social media, blog)
- **Impact** - Contributions as sole design contributor has helped position project as central brand in category, grow install base to 2M+ known users, 100+ direct developer volunteers, and a portfolio of forks and use by other operating system projects

OTHER WORK OF NOTE

- 2016 - Helped build and release **Designer Tools**, an open-source on-device app QA tool which while available grew to 10M+ downloads, 4.7/5 rating
- 2015 - Patent member **WO2016064752A1** for means to modify the look and feel of a graphic user interface
- 2013 - Helped launch **Winkfeed**, an RSS news service premiering in **Google Glass'** early round of 3rd-party software
- 2013 - Helped run an official Android design workshop at **Google I/O 2013**

EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY, SAUNDERS COLLEGE OF BUSINESS   2012

- **Bachelor of Science, with honors**
- Majored in New Media Marketing

CORE SKILLS

- **Tools** - Figma, Webflow, Illustrator, Google Workspace, After Effects, Photoshop, JavaScript, Visual Code Studio, Android Studio, ChatGPT, ProtoPie, Blender. Career of active reference, use, and advocacy for Material Design and Android platform.
- **Disciplines** - Product design and direction, UX and wireframing, UI and visual design, Interaction design and prototyping, motion design, design systems, user research and testing, creative and art direction, copywriting, brand strategy