Simon Gutkovich
Designer

Simon @ **SIMEdesign.net**
347-948-8844

I am a generalist designer who thrives on utilizing a versatile set of skills to effectively communicate initiatives for a broad range of channels through research, prototyping and teamwork.

> Visit my hand-made mobile-friendly portfolio site to see some of my diverse work: **SIMEdesign.net**

Experience and Accomplishments

Freelance Front-End Designer & Developer   2006 — 16
SIME Design   Remote

+ Prototyping, designing, developing, optimizing and maintaining entire web experiences
+ Strategizing, developing and reimagining brand identity systems and designs

Lead Digital Designer   2008 — 12
News America Marketing (News Corp)   Wilton, CT

+ **UI/UX design:** prototyped, designed and directed all configurable elements of the SmartSource.com web property (4M+ uv/mo) including navigation components and error, landing, and print summary pages
+ **Mobile content integration:** collaborated on the successful development and launch of the SmartSource Coupons mobile app and was responsible for all content management processes
+ **Web design and development:** created landing pages and acquisition forms for internal and client marketing campaigns (major CPG brands); sole proprietorship of the SmartSource mobile app site
+ **Digital strategy expertise:** strengthening client partnerships by conceptualizing innovative solutions for implementing internal technology offerings to suit their campaign objectives
+ **E-mail marketing management:** designed, built, deployed (using Epsilon DREAM platform) and analyzed performance of weekly newsletter (1.2M+ subscribers) and ad-hoc 3rd party campaigns
+ **Copywriting:** developed consumer facing messaging for SmartSource.com including error pages and FAQ; created documentation and sales collateral for proprietary technologies and business offerings
+ **Sales support design:** tailored mockups for prospective partners based on brand requirements which resulted in the acquisition of new clients including Target, Walmart, Kroger and others
+ **Graphic design:** created a brand identity system with various layout templates for printable coupons
+ **Technology implementation support:** helped clients develop and execute online promotions using proprietary technology solutions by providing advice, knowledge and QA support
+ **Achievements:** independently initialized an engaged social media presence, reinforced positive industry relationships by spearheading the introduction of fraud prevention strategies, and helped design and architect a custom data acquisition platform used internally and by major CPG clients

UI & Interaction Designer   2005 — 06
Reader's Digest Association Inc.   Pleasantville, NY

+ Designed and developed interactive content for RD.com homepage and feature stories
+ Designed banners, kiosks, e-mails, acquisition forms and other components for online initiatives

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Strengths

+ Cohesive understanding of the importance design has on a user's impression and experience
+ Creative problem solving with awareness of technological limitations
+ Cognizant of responsive design practices for elegant cross-platform experiences
+ Strategic thinking: consideration for the big picture
+ Quick, adaptive learner: eagerness to absorb new concepts and skillsets
+ Readiness to build and create through collaboration, research and personal knowhow

Skills

+ Well versed in Adobe Photoshop, Illustrator and Dreamweaver; Microsoft Word, Excel and PowerPoint
+ Real world experience with hand coding HTML 5, CSS 3, Javascript, jQuery and PHP
+ Familiarity with web frameworks (Bootstrap, Material Design Lite, etc.) and CMS's (Wordpress)
+ Producing, shooting and editing video and sound using Adobe Premiere and After Effects

Education

Bachelor of Fine Arts in **Graphic Design**   **2008**
New York Institute of Technology   New York, NY