

SIMON BABBA

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KOBYLD

Product Designer

January 2016 - Present

As a Product Designer, I'm involved in every aspect of the product development process, from helping clients to generate new products to crafting pixels. I use product thinking, interaction design, and visual design to help build the clients dreams.

Other services I provide besides Product Design are:

- Logo design
- Brand identity
- Brand Design

NORFIELD

Product Designer

July 2018 - October 2020

As a Product Designer at Norfield, I was in a close-knit team working to provide leading edge software applications. I worked closely with the Product Owner and software engineers to iterate and build beautiful, usable, and useful experiences on a regular release cycle.

Being a small team, as the Product Designer my job encompassed a broad range of disciplines including UX design, UI design, Brand Design and Marketing Lead. I had to think holistically on how the product communicated externally, to how it was designed and developed internally.

When I joined Norfield I was tasked with rebranding the company and creating the voice of the company. In addition, I also created the Brand Guidelines to follow both internally and externally. I also created and maintained the first Design System for Norfield.

Key areas of responsibility at Norfield included:

- Performed user research to help understand our users and to advocate for them.
- Gathered insights and feedback during sprint reviews and evaluated user experiences that affected strategy and roadmaps.
- Translated customer needs to product features.
- Set design requirements based on user research and internal teams.
- Created lo-fi mockups which helped the engineering team quickly understand the product to rapidly iterate and get users feedback and data.
- Created high fidelity designs and mockups during the lifetime of the product to help steer the final look and feel of the product.
- Designed, built and maintained the company website.
- Partnered closely with engineers to understand technology capabilities to build outstanding designs and achieved high quality in released products.
- Shipped, measured and improved designs based on quantitative and qualitative feedback.
- Helped the Product Owner breakdown product requirements to help speed up product development.

.EDU:

Mississippi College

Master of Science (M.S.), Communication, General

Belhaven University

Bachelor of Arts (B.A.), International/Global Studies