



**Weird Wonderful is a creative studio by Simon S Sotelo, which focuses on mission-driven work & collaborates with clients whose mission is to make a better world.**

## **Select Employment History & Successes**

### **Weird Wonderful LLC** Nov 2019 - Present

As a freelancer I've worked with a wide range of individuals, start-ups, NGOs, & creative agencies to lead or support their projects. Projects include complete branding packages, app redesigns, web design & development (Webflow), & storyboarding for animation.

Since 2019, I have been learning and designing interactive web experiences in Webflow making dynamic websites accessible to a broader range of individuals and small businesses.

Starting in 2020, I designed the storyboards for some of the biggest IPO roadshows in tech.

My practice has grown from providing visual branding services and support to providing complete brand development including positioning, tone of voice, and messaging strategy.

### **Senior Designer & Lead Illustrator The Fiction Tribe** 2017 - 2019

I collaborate with my colleagues to strategize, to concept, and to execute omnichannel marketing campaigns for large tech cooperations (B2B SaaS) and medium-sized produce distributors (B2C). Clients saw increases in customer engagement, often using our campaign models as growth strategies in other areas of their business. I directed and concepted multiple internal campaigns for The Fiction Tribe, utilizing my photo art direction, illustration, and photo manipulation skills to create innovative projects, like our Halloween campaign.

### **Founding Designer at CloudOne** 2015 - 2017

As CloudOne's first full-time designer I developed a workflow for the marketing team to streamline the information that went from client to designer, which decreased the time it took to get client approval for projects. As the design lead, I set creative standards for the team and managed our large library of assets.

### **Production Designer at BLKBX Creative Group** 2013 - 2015

I assisted in the creation and delivery of websites, social campaigns, and promotional materials for several film studios. I learned fast and was given my own projects to lead where my capabilities consistently challenged client expectations.

Here I concepted, pitched, and designed for major social campaigns for film and television.

## **Contact**

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## **WW Client List**

- Akily Co.
- AMEX
- Apple EDU
- Bumble
- Bumped Inc.
- Cisco
- Evergreen Action
- Funnelbox Video
- GoodRx
- Lenovo
- Mission Avocados
- NestEgg Trust
- Noom
- Rosewood Creative
- Ruby
- Sound Hound/Houndify
- ThreadUp
- Twistlock
- UX Collective
- Verizon Enterprise Solutions
- Warner Bros. Pictures

## **Creative Skills**

- Branding
- Brand Refresh
- App Design
- Web Development: Webflow
- Concepting
- Illustration
- Speaker on Inclusion
- Video Art Direction
- UI Design

## **Technical Skills**

- Adobe Creative Suite
- After Effects
- Adobe XD
- Google Suite
- Procreate
- Sketch
- Figma