Simon Wei

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SUMMARY

Creative and strategic visual designer with seven years of experience in agency, in-house, and startup settings. Proven ability to lead small creative teams and manage complex projects from concept to execution. Specializes in developing brand identities, marketing collaterals, web design, and Webflow development.

EXPERIENCE

Design Lead | Multiverse Labs
July 2021 - September 2022, Singapore (Remote)

• Led the design and deployment of a new brand and corporate website that enhanced the user experience, improved our brand image, and increased traffic by 4,400% in the first month.
• Collaborated with cross-functional stakeholders to design visual assets for blog and social media channels, tripling the number of blogs, increasing the number of page views by 400%, and increasing the website traffic.
• Improved brand cohesiveness across all product touch points by working cross-functionally and collaborating with product managers, developers, and other designers in the design process.
• Designed wireframes and interactive prototypes for new product ideas and collaborated with developers to ensure the best possible user experience.

Product Designer | ArriveBio
May 2018 - July 2021, San Francisco, CA (Hybrid)

• Facilitated brand identity discovery for a startup and presented research findings and conceptual ideas to founders and stakeholders, resulting in the sign-off of the project, attracting 5+ new partnerships, and growing the company team members by 300%.
• Designed, built, and launched responsive mobile and desktop websites using Sketch, HTML, CSS, and Webflow, resulting in increased traffic and a 500% increase in e-mail requests to collaborate.
• Designed interactive prototypes, collaborating with engineering to ensure feasible designs and met performance requirements.
• Collaborated with business development, founders, and advisors to create infographics, presentation decks, and visual assets, including data visualization for business development efforts.

Visual Designer | Pinger
November 2017 - November 2018, San Jose, CA

• Presented research, process, and final design to stakeholders resulting in approval and launching 10+ marketing initiatives.
• Supported marketing initiatives by designing A/B testing marketing collaterals, increasing engagement and click-throughs by 20%.
• Designed and implemented new email templates and landing pages for the marketing team.
• Collaborated with marketing to create a series of in-app marketing initiatives to increase conversion and win back old customers.
• Increased on-brand content by 10x, creating marketing designs for social and blog, completed through research and collaboration with stakeholders.

Visual Designer | 3Q Digital
August 2016 - November 2017, San Francisco, CA

• Designed A/B testing marketing collaterals for high-profile clients, increasing engagement and click-throughs.
• Designed and delivered over 300 Google Display Network Banners, and social media advertisements for marketing, exceeding clients' expectations and meeting strict deadlines.
• Designed brand-specific digital materials for over 50 clients by exploring new design directions.
• Pitched competitor research and recommendations to clients, gaining approval for A/B testing.

EDUCATION

Bachelor of Fine Arts (B.F.A.), Entertainment Arts | ArtCenter College of Design
Minor in Graphic Design, June 2016

SKILLS

Industry Knowledge: Branding and Identity (Research, Design Sprint, Logo Design, Visual Identity), Visual Design for Product and Marketing (A/B Testing, UI Design, Prototyping), Graphic Design (Digital and Print), UI/UX Design (Wireframing, Research, Rapid Interactive Prototyping, Iterative Design), and Front End (HTML, CSS, Javascript).

Tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects), SketchApp/Figma, Webflow, and Google.