



# Simon Gutkovich

Designer

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## SUMMARY

I'm a tech-fluent designer who thrives on utilizing my versatile set of skills to effectively communicate initiatives for a broad range of channels through research, prototyping and collaborative feedback.

## STRENGTHS

Problem solving within constraints.  
Cross-platform responsive design.  
Eager to upskill and learn quickly.  
Empathic content creation.

## SKILLS

- + Adobe Suite, Microsoft Office
- + UX/UI Prototyping (Figma)
- + HTML/CSS/JS/JQ/PHP
- + Web Frameworks & CMS'
- + Video Editing/Production

## EDUCATION

BFA Graphic Design  
**NY Institute of Technology**

## EXPERIENCE

### AI Data Trainer

#### DataAnnotation (2023+)

- + Evaluating, comparing, testing, researching, and annotating AI prompts and responses for accuracy, safety, ethical compliance, and readability
- + Training various LLMs through creative writing prompts and exercises

### UX/UI Designer

#### TransPerfect (2016 – 2020)

- + Collaborated with product managers and stakeholders to design and implement web applications for internal platforms and B2B services
- + Distilled complex use cases into simple, intuitive user experiences
- + Created user flows, wireframes, and site maps to aid product development
- + Conducted qualitative research to inform design decisions and iterations
- + Created high-fidelity mockups for engineers and stakeholders
- + Developed comprehensive design specifications for the development team
- + Identified and developed UX patterns and reusable UI components
- + Wrote user-friendly documentation for new apps to ease user onboarding

### Digital Designer

#### News America Marketing / News Corp (2008 – 2012)

- + **UX/UI:** research, prototyping, & design for SmartSource.com (4M+UVPM)
- + **Mobile:** defined and executed app content management processes
- + **Web design:** created landing pages & forms for CPG branded campaigns
- + **Digital strategy:** conceptualized innovative solutions for implementing internal technology offerings to meet clients' campaign objectives
- + **E-mail marketing management:** designed, coded, deployed (using Epsilon DREAM platform) and analyzed performance of newsletter (1.2M+subs)
- + **Writing:** created messaging for error pages, FAQs, etc; documentation and sales collateral for proprietary technologies and business offerings
- + **Sales support:** tailored mockups for prospective partners based on brand requirements resulting in signing clients like Target, Walmart, Kroger, etc.
- + **Graphic design:** created a brand identity system for printable coupons
- + **Technology implementation support:** helped clients develop and execute online promotions using proprietary technology solutions by providing consulting, knowledge and QA support

### Front-End Designer / Developer

#### SIME Design (2008 – 2023)

- + Designed, developed and maintained entire digital experiences
- + Conceived innovative brand identity systems and solutions