

Simone Inness

Senior UI Designer

About Me

I'm an easy-going person and love the challenge of taking complex problems and solving them with design. I work on everything from design systems, design patterns, style guides, userflows, high fidelity mockups, prototyping, business logic and general graphic design when needed.

I also know HTML & CSS. While I'm not a front end developer by any means I will happily give anything a go and (sometimes) muddle my way through.

I believe simple design is best, and function is just as important as form.

Skills

- Design Systems
- Style guides
- UI Design
- Userflows
- High fidelity mockups
- Prototyping
- Agile web development
- Responsive design
- CSS
- HTML
- Web design
- Branding

Software

- Zeplin
- Sketch
- Figma
- Jira
- Confluence
- Salesforce
- Photoshop
- Illustrator
- InDesign
- InVision
- Axure
- Experience with GIT & SVN

Experience

UI Designer at Berlitz • Dec 2018 - Jan 2023

Working with a small team our role was to create new systems that streamlined processes for both instructor and students, as well as updating legacy systems.

At Berlitz my responsibilities included:

- creating a design system
- creating high fidelity mockups and userflows
- transforming legacy systems into new systems with updated UI
- creating style guides



UI Designer at 3P Learning • Jun 2016 – Nov 2018

At 3P I worked with a small team of business analysts and designers who worked together with product managers to define, prototype and implement new features for Mathletics, as well as work on new products.

At 3P my responsibilities included:

- creating a design system
- creating high fidelity mockups and userflows
- transforming legacy systems into new systems with updated UX/UI
- creating branding and style guides
- helping with UX testing



UI Designer at IntoScience • Mar 2015 – Jun 2016

IntoScience is a digital learning resource that engages students and empowers teachers in their love of science.

At IntoScience I worked on a range of projects including:

- updating branding and creating style guides
- auditing existing product and making recommendations
- creating high fidelity mockups, prototypes and userflows
- working with the team to create a new product (concept to completion)
- helping the UX team with A/B testing, interviews and personas
- working with devs to implement designs (creating html and css)

UX Designer at JobReady • Dec 2014 - Feb 2015

JobReady is a provider of modern and mobile software for education and employment.

At JobReady my responsibilities included:

- creating a design system
- creating a brand and global style guide to manage multiple products
- auditing and making recommendations on product interfaces and interactions
 - creating high fidelity mock ups
 - creating userflows and prototypes
- working with dev teams to implement designs



Senior Digital Designer at Fuse Digital • 2008 - 2014

As the Senior Designer at Fuse I provided the design direction for all the work that we produced as well as creating the HTML/CSS for all of our websites. In any given day I was working on responsive sites, banner ads, EDMs as well as keeping current client's websites up to date.

Clients included Maserati, Ferrari, P&O Cruises, Cunard, BothFeet, Outback SpiritTours, Citroen, Bench International, Great Wall Motors, CHEP, Chery Motors, SsangYong, Lotus, SITA Australia, Tourism Yukon, Best Western, to name a few.



Digital Designer at EM Communications • 1999 - 2008

Responsibilities included:

- Branding
- Website design
- Email marketing
- Online advertising

References

Available on request