

SIMIEN ANTONIS PARR

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Baltimore, MD



■ SUMMARY:

Leaving it better than we found it is a salient focus throughout the genesis of my work. During my career, I've taken many diagonal leaps, introducing me to exploratory design projects and comprehensive business development, including working with customers, clients, and shareholders. I've embraced these challenges while continuously evolving what I thoroughly enjoy, a functional and intuitive design experience.

The next endeavor would encourage me to focus my attention on exploring new designs, improving standards, brainstorming, and iterating with the team and clients. On the side, I'll be tackling challenges that will help me grow as a person and designer, similar to this resume that I created in google docs to showcase my range with simplicity. The career ahead will develop into something I can't even imagine, but I'll definitely make it look good and functional along the way.

■ SKILLS:

- Art Direction
- Creative Direction
- Product Management
- Public Relations
- Preflight / Prepress
- Production / Installation
- User Experience Design
- Interface Design
- Front-End Development
- HTML / HTML5
- CSS / CSS3 / SASS / SCSS
- Javascript (Intermediate)
- PHP (Intermediate)
- React (Intermediate)
- Git

■ PRODUCTS:

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe After Effects (Intermediate)
- Figma
- Invision
- Google Suite
- Microsoft Suite
- Scribus
- Visual Studio
- Sublime Text
- Atom
- Oh My Zsh
- Airtable
- Zapier
- Github
- Jira
- Basecamp
- Slack
- Dropbox

■ EXPERIENCE:

■ **Freelance**, Remote

2010 – 2022

Self-owned and operated creative studio.

Owner

- Produced and presented proposals for design/development projects ranging from complete branding and identity, website design, exhibit materials, and marketing collateral
- Conceptualized and created identity/branding systems for clients, paired with style guidelines, and implemented protocols to ensure their corporate style is cohesive and consistent across all formats
- Collaborated on preflight, prepress, and press-check standards of all digital/mechanical files
- Communicated directly with clients while multitasking various project tasks from concept, production, and execution
- Achieved multiple awards across print and digital disciplines

■ **AKT3 LLC**, Baltimore, MD

2020 – 2021

Software solution that prioritizes deals on the market.

Creative Consultant

- Maintained a consistent aesthetic and level of design in line with the brand identity
- Implemented systematic workflows and experiences for incoming deals, which resulted in the faster, more accurate designation of deals
- Assembled an automated methodology for project tracking procedures to increase accuracy and accountability that improved sales and workflow efficiency
- Applied logistics knowledge to perform various tasks related to the planning, development, implementation, and management of an effective systems support strategy
- Reported design, reliability, and maintenance problems or bugs to the Engineering, QA, and Product Management teams

■ **HomeBase**, Baltimore, MD

2017 – 2020

Affordable work environment that offers monthly workspace, officespace, and business services.

Creative Consultant

- Produced all identity/branding, messaging, visuals, collateral, and culture
- Developed initial website concepts, sitemaps, user experience, and executed the development with Kirby Content Management System
- Facilitated problem-solving meetings across multiple departments to ascertain corrective actions and how they are to be implemented
- Applied defined practices, procedures, and company policies to triage, troubleshoot, and resolve both known and unknown issues and address routine and moderately complex customer questions
- Collaborated as a board member of the Baltimore Better Business Bureau and participated in annual city-wide events

| Transit Labs, Washington, DC

2013 – 2016

Software that measures outcomes and projects future needs through software as a service.

Creative Director

- Spearheaded an international brand, messaging, visuals, and culture
- Synthesized and compiled findings to inform the user experience of measuring outcomes and projecting future needs for public transit, cargo, and freight
- Executed personas, user scenarios, sitemaps, user experience specs, user interface design patterns, wireframes, high-fidelity mockups, and clickable prototypes
- Organized the development of group brainstorming and discussion of software structure, feature sets, and new technologies for saas solutions
- Attended the trade shows as a technical/design liaison, able to offer both technical and operational insight for future sales leads

| Casual Corp., New York, NY

2012 – 2013

Venture studio that discovers, validates, and builds new products with an intuitive platform.

Creative Director

- Executed the identity/branding for Casual Corp, their subsidiaries, and our fellowship
- Produced templates and established brand standards for marketing materials
- Developed an ideation process to ensure that a minimum viable product could be executed within a small amount of time
- Guided our user experience and interface design methodology within a fellowship program and mentored fellows to evolve their idea
- Collaborated on the branding and messaging within our fellowship program

| Revolver New York, New York, NY

2011 – 2012

Boutique creative agency specializing in lifestyle marketing, brand development, and product design.

Art Director

- Produced corporate and private identity/branding for many hospitality and lifestyle brands
- Coordinated the materials that needed to be produced on-site and ensured that all design standards were consistent
- Conducted pitches and meetings with clients to demonstrate project budgeting, ideation, process, creation, and execution
- Directed small teams of designers, who simultaneously worked on multiple projects across various disciplines and mediums
- Designed assets for content management system websites, messaging, visuals, and styleguides

■ EDUCATION:

■ Valencia College, Orlando, FL

Associate of Science - Graphic Design & Web Development 2010

- Spotlight Student for 2011 Inctrl Conference Orlando
 - Official Selection for 2009 & 2010 Student Exhibitions
 - VCC 2010 Element Production-Ready Award
 - President's List 2008
 - Dean's List 2009
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■ INTERSHIPS:

■ Lure Design, Orlando, FL

02/2009 - 07/2009

Production Intern (5 hours per week while attending Valencia College full-time)

■ Look Marketing Orlando, FL

03/2010 - 11/2010

Design Intern (20 hours per week while attending Valencia College full-time)

■ ORGANIZATIONS:

- AIGA
 - Dribbble
 - Behance
 - Forrst by Zurb
 - Stack Exchange
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■ CLIENTS:

- Department of Transportation (DOT)
- Microsoft
- Mercedes Benz
- MOCA
- Mission Athletecare
- Court Grip
- Foot Locker
- The Avant-Garde Diaries
- Morgans Hotel Group
- Kimpton Hotel Group
- JRK Hotel