



HOLLY SIMON

HYPOTHESIS-DRIVEN + USER-CENTERED

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WORK EXPERIENCE

STAFF USER EXPERIENCE DESIGNER, APPFOLIO / APPFOLIO.COM 02/2018–Present
UX design and research for a B2B property management software company. Feature areas included: renters insurance, lease renewals, budgeting, procurement, and maintenance accounting.

- Staff User Experience Designer | 03/2023–Present
- Senior User Experience Designer | 03/2020–03/2023
- User Experience Designer | 02/2018–03/2020

EXPERIENCE DESIGNER, FREELANCE / HOLLYSIMON.COM 11/2015–02/2018

User experience design and research expertise for enterprise and consumer products for responsive websites and mobile applications in the San Francisco Bay Area. Select work includes:

- Experience Designer, Awasu Design | awasudesign.com**
Experience design for clients: Wells Fargo and American Academy of Dermatology. Projects included low- and high-fidelity wireframes, visual designs, annotated deliverables, user flows, site maps, presentation decks, icons, and competitive/comparative analysis.
- Product Designer, Track Technologies, Inc. (now Abound) | track.tax**
Lead design for responsive web app to calculate, set aside, and pay self-employment taxes. Partner with founders on product roadmap. Promote user-centered focus and validate designs with user interviews, prototype tests, and synthesized user feedback. Communicate design to dispersed Agile development team with wireframes, mockups, and prototypes.
- UX Designer, Regroup | regroup.com**
Lead redesign of the mass notification enterprise application to address customer pain points related to dashboard utility/usability and application consistency. Aligned business and user goals with distributed team, including CEO, product managers, customer service, and engineering. Iterated design with multiple feedback cycles on low- and high-fidelity wireframes. Redesign shipped 03/17; helped win a white-label contract.
- UX Designer, Shift Medical | angel.co/shift-medical**
Iterated designs for enterprise responsive website to fill nurse call-offs through sketching and prototyped wireframes. Clarified user needs and addressed assumptions in customer survey.
- User Researcher, MaestroConference | maestroconference.com**
Lead user research. Aligned distributed team to convey UX shortcomings in detailed usability report from interviews and tests. Designed an iterated high-fidelity Material Design mockup.

INSTRUCTIONAL ASSOCIATE, UX DESIGN IMMERSIVE, GENERAL ASSEMBLY 10/2016–12/2016

Lectured on UX best practices (including contextual inquiry, customer journey, content strategy, and ethics) and taught multiple workshops on mastering Sketch. Developed new designer's design thinking and design presentation skills and coached teams through the collaborative UX process. Collaborated on lecture materials and facilitated an Agile classroom with lead instructor.

PROGRAM ADMINISTRATOR, EDU GRANTS, S. D. BECHTEL, JR. FOUNDATION 08/2013–08/2015
MARKETING ASSISTANT + MOVE-IN COORDINATOR, THE CARLISLE 03/2008–08/2013

EDUCATION

USER EXPERIENCE DESIGN IMMERSIVE
General Assembly | 08/15–11/15

B.A. PSYCHOLOGY + WOMEN'S STUDIES
UC Santa Cruz | 09/2001–06/2005

PROCESS

HYPOTHESIS-DRIVEN USER RESEARCH
Explore the current context, gain insights from the user, and clarify assumptions through research.

Heuristic evaluation | Info. architecture
Contextual inquiry | Interview | Survey

USER-CENTERED DESIGN

Build empathy with the user and champion the user experience with key stakeholders.

Empathy map | Persona | Storyboard
User flow | User journey | User story

RAPID ITERATION + VALIDATION

Through constant feedback and hypothesis validation, design valuable products at low- and high-fidelity.

Sketching | Wireframing
Rapid prototyping | Usability testing

TOOLS

Sharpies | Post-its | Whiteboards
Sketch | Figma | Illustrator
InVision | Principle | Keynote
Unity | Blender 3D | Aframe

INTERESTS

STARTUP WEEKEND: AR/NR/AI

Collab Studios | 01/2017
Won 1st Place