



Eugene Simpson

Senior Experience Designer

E: eugene.simpson16@gmail.com

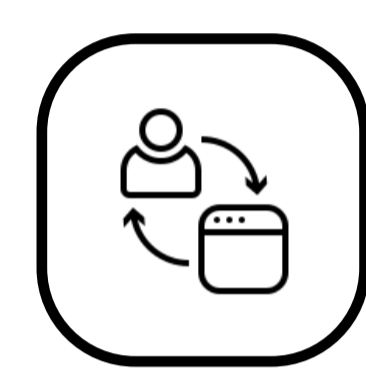
T: +91-9738405760

A: #E207, VM Meadows Apartment
Horamavu Main rd, Bangalore - 43

Personal Statement

Im a multidisciplinary designer passionately crafting beautiful UI and delightful UX. I enjoy helping clients win and achieve success. I craft responsive experiences on desktop and mobile devices with an eye for exquisite design and lots of imagination. As a critical thinker and problem solver, I love solving complex problems with simple solutions.

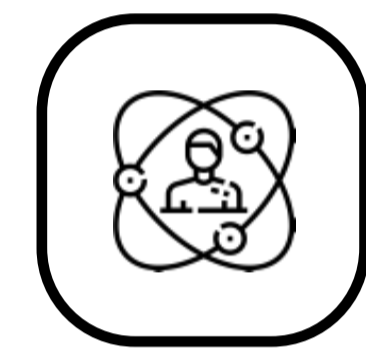
Key Skills



User Interface



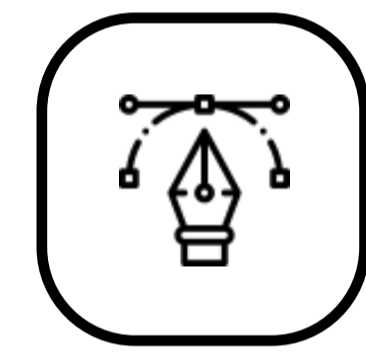
Visual Design



User Experience



Interaction Design



Visual Identity



Logo/Branding

Career Highlights

Senior Art Director - L2
@ Publicis.Sapient

Nov 2020 - Present

Senior Art Director
@ Moonraft Innovation Labs

Jul 2018 - Aug 2020

- Responsible for website and mobile app design (Art direction, UI/UX) including developing new digital experiences while evolving and strengthening the ones already in place. I have been overseeing creatives for SoCalGas engagement.
- I have worked on Redesigning the User Experience of Vanguard Charitable and also improving their existing Brand guideline.
- Presented design work to internal stakeholders and working in a team with creative directors, designers, developers, and project managers.

Senior Art Director - L1
@ Publicis.Sapient

Jun 2016 - Jul 2018

- Designed marketing and promotional materials for Sapient Nitro Insights, which involved visualizing content while maintaining consistent quality and branding of communication products across all channels.
- Creating Visual designs for Helios, a platform comprising of 5 automotive giants like Infinity, Renault, Nissan, Samsung Motors, and Dacia. The work involved creating new components and providing Design support.
- Re- Skinning Carnival Cruise Web Experience. Worked on creating Visual Designs for brands like Seabourn, Cunard, and P&O cruises.
- Worked closely with Design Managers, UX Specialists, and UI Developers.



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Career Highlights

Design Lead

Oct 2015 - Jun 2016

@ Wiredelta Technologies Pvt Ltd

- I have overseen creative for websites, Mobile, and print for a wide range of projects.
- Lead creative on designing the Internal Web Application for Capgemini, and Bricpro.
- Art Directed and designed the Motion Infographics Showreel of Wiredelta for 2015 and 2016. I have Worked on design concepts with the CEO, Creative Director, and Art Directors.
- Provide concept, design, and practical art application, working with internal and external clients and other artists/designers to accurately complete each brief.

Senior Graphic Designer

Feb 2013 - Sep 2015

@ Wiredelta Technologies Pvt Ltd

- Member of UI team in created graphical layouts for the diferent Novaworlds Gaming portal. The work involved creating illustrations and design elements for the Gaming microsite.
- Efectively managed multiple projects simultaneously

Technical Expertise

Ps Photoshop

Ai Illustrator

Ae After Effects

Lr Lightroom

Sketch

Zeplin

in Invision

Tt Typography

HTML/CSS

Education

AMIE (Associate Member of Institution of Engineers) Computer Science

Completed Section A (with GPA 6.6), University of Kolkatta

Plus 2 - 61.6 %

Karnataka College (Bidar) Karnataka

SSLC - 82.56 %

Seventh-Day Adventist High School (Kollegal) Karnataka

Interests

- Photography
- Music Production
- Playing - Keyboard, guitar and Trumpet
- Biking
- Sports - Cricket and Badminton

Eugene Simpson

www.eugenesimpson.com