



Portland-based design solutions by me, SIMON SOTELO. I use a growth mindset to create delightful, intentional, data-driven experiences tailored to your business goals.

SELECT EMPLOYMENT HISTORY & SUCCESS

Designer & Owner • Weird Wonderful LLC 11/19 - Present

I work with a wide range of individuals, start-ups, non-profits, and creative agencies. I lead and support projects from research to ideation to launch.

Clients receive thorough support and education while working together and often return for more services or referrals because their business and growth needs are exceeded.

Senior Designer II • Product • Truist Foundry 08/22 - 10/23

I experimented with emerging technology, improved existing product features, and developed new products and user experiences which benefit the many lines of businesses at Truist and their multi-generational clients.

I conducted extensive competitive analysis, user research, wire-framing, UI design, prototyping, thorough testing, and accessibility audits. I then presented all of my data and research to many stakeholders throughout the bank.

Senior Designer & Illustrator • Fiction Tribe 09/17 - 11/19

I collaborated with writers, animators, PMs and engineers to strategize and growth campaigns for the world's largest tech cooperations (B2B SaaS) and national produce distributors (B2C). Clients saw increases in consumer engagement, often using our campaign models as growth strategies in other areas of their business. I directed and concepted multiple campaigns utilizing UX, art direction, and illustration skills to create and deliver innovative projects.

Founding Designer • CloudOne 03/15 - 08/17

I was CloudOne's first full-time designer where I had the opportunity to develop a workflow for the entire marketing department streamlining information that went from client to designer, which decreased the time it took to get client approval for projects by half. I set the creative standards for my team and created a large asset library that is still used.

Production Designer • BLKBX Creative Group 10/13 - 01/15

I assisted in the creation and delivery of websites, social campaigns, and promotional materials for several of the world's biggest film studios. I learned fast and was quickly given my own projects to lead where my capabilities were consistently challenged yet exceeded client expectations.

CONTACT

HireSimon.com

[Email Link](#)

Portland, OR (UTC -7)

WW SELECT CLIENT LIST

- AMEX
- Apple EDU
- Bumble
- Bumped Inc.
- Cisco
- Evergreen Action
- Funnelbox Video
- GoodRx
- Lenovo
- NestEgg Trust
- Noom
- Nuro
- Rosewood Creative
- Ruby
- Sound Hound/Houndify
- ThreadUp
- Twistlock
- UX Collective
- Verizon Enterprise Solutions
- Warby Parker

CREATIVE SKILLS

- Product Design
- UX Design & Prototyping
- User Research & Testing
- UI Design
- Branding & Art Direction
- Storyboarding
- Speaker on Inclusion

TECHNICAL SKILLS

- Figma
- Adobe Creative Suite
- Google Suite
- Miro
- Trymata User Testing