



Eugene Simpson

Senior Art Director

E: eugene.simpson16@gmail.com

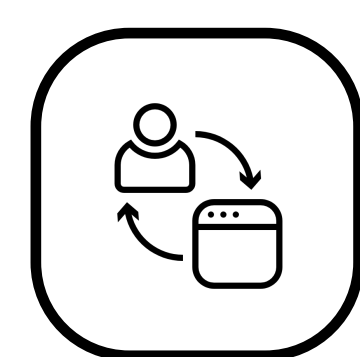
T: +91-9738405760

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 cilents win and achieve success. I craft responsive experiences on desktop and mobile devices with an eye for exquisite design and lots of imagination. A critical thinker and problem solver, I love solving complex problems with simple solutions.

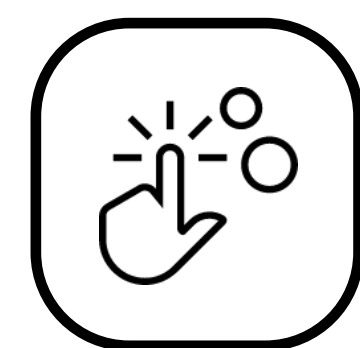
Key Skills



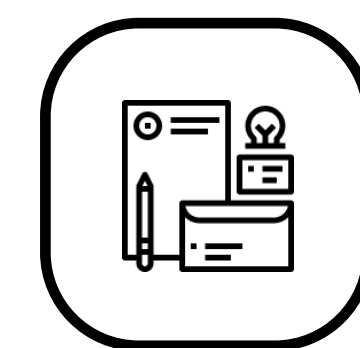
User Interface



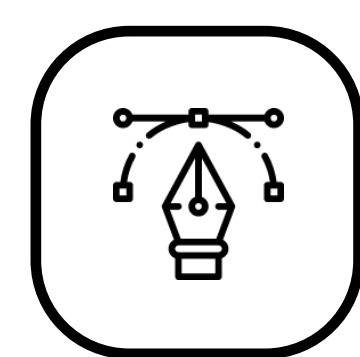
Visual Design



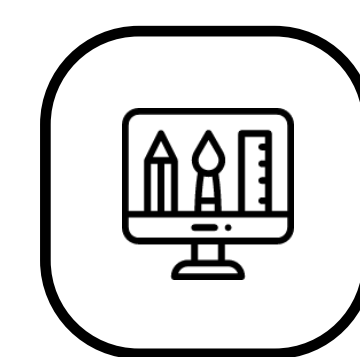
User Experience



Logo/Branding



Visual Identity



Website Design

Career Highlights

Senior Art Director @ Moonraft Innovation Labs

Jul 2018 - Present

- 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.
- Worked on Redesigning the User Experience of Vangaurd 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 @ Publicis.Sapient

Jun 2016 - Jul 2017

- Designed marketing and promotional materials for Sapient Nitro Insights, which involved visualizing content while maintaining a consistent quality and branding of communication products across all channels.
- Part of the creative team working on the pitch for "Pears" and "TVS Motors".
- 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, reskinning thier web experience.
- Member of the team driving Brainstorming Culture across Sapient Razorfish India Studio.
- 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

- Oversaw 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.
- Managing Design Institute. Providing support and suggestions to the Project Managers and Team leads.

Senior Graphic Designer

Feb 2013 - Sep 2015

@ Wiredelta Technologies Pvt Ltd

- Member of UI team in created graphical layouts for the different Novaworlds Gaming portal. The work involved creating illustrations and design elements for the Gaming microsite.
- Designed UI for a diverse range of Mobile Application.
- Worked on design concepts with CEO, Creative Director and Art Directors.
- Effectively managed multiple projects simultaneously

Technical Expertise

Ps Photoshop

Ai Illustrator

Ae After Effects

Lr Lightroom

 Sketch

 Zeplin

in Invision

Tr Typography

 HTML/CSS

Interests

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

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www.eugenesimpson.com