




Eli Simon

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EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA

GPA: 3.98

Los Angeles, CA

Bachelor of Arts in Sociology

Minor: Designing for Digital Experiences
(May 2023)

SKILLS

UX/UI Design

Strong writer

Conceptual thinker

Imaginative & thorough researcher

PROGRAMS/LANGUAGES

Adobe Creative Suite

Figma

CSS/HTML/JavaScript

SPSS

Microsoft Excel

P5.js

Wix

WordPress

Hindenburg

FL Studio

Logic Pro X

Final Cut Pro X

EXPERIENCE

PRODUCER/WEB DEVELOPER

History Studio, Los Angeles, CA / August 2020 - Present

- Plan, produce, and engineer a bi-weekly podcast exploring pop culture and storytelling with over “1000” user downloads in the first month of its release
- Design and oversee day-to-day management of company website, ensuring constant improvements and up-to-date content

FREELANCE UX/UI DESIGNER

Self-Employed, Los Angeles, CA / July 2021 – Present

- Design interactive user interfaces in Figma by way of site maps, low-fidelity wireframes, and user-flow diagrams
- Consult with clients to outline website goals, review core site functionalities, and build low-fidelity site architecture

SUMMER ANALYST

Whitman Insight Strategies, Manhattan, NY / June 2021 – August 2021

- Assisted in the planning, development, and analysis of qualitative and quantitative research projects aimed to identify market and political trends, with clients such as the New York Department of Health, Apple, and Penn State University
- Facilitated research projects using industry best practices in the qualitative space with focus groups and in-depth interviews, and in the quantitative space with surveys, communications testing, and statistical analysis using Excel, SPSS, and cross-tabular software
- Leveraged research findings to identify key social, cultural, and economic variables to explain consumer and voter behavior

POLITICAL CONSULTING & BUSINESS DEVELOPMENT INTERN

Penn Solutions, Philadelphia, PA / January 2021 – June 2021

- Recipient of the 2021 “Intern of the Year” award
- Assisted in the development and management of strategic communications, public relations, and media plans for both political and business clients
- Designed digital media, such as logos, flyers, and social media templates for clients across multiple states
- Developed and planned virtual political events, such as fundraisers, meet & greets, townhalls, and more

SENIOR WEB DESIGNER

Design With Artisan, Philadelphia, PA / May 2019 – January 2021

- Worked with over 50 small businesses to design and develop industry-standard websites on Wordpress and Wix
- Negotiated sales contracts with potential clients for short and long-term web development plans
- Optimized and indexed client websites for enhanced search engine results to drive up traffic and sale impressions