

# Hi. I'm Eve Simon.

I'm a great question-asker, an even better listener, and am passionate about solving design challenges by telling authentic visual stories. **What can we create together?**

## Skills

- Creative direction
- Digital marketing strategy consulting
- UX/UI design
- Data-driven design
- Digital storytelling
- Public speaking
- Responsive web design
- Workshop moderation
- Presentation design
- Landing page & donation form optimization
- Digital advertising design
- Content strategy
- Mentoring
- Podcasting
- Event design & production
- Email design
- Social media design
- Print design
- Project management

## Tools

- Adobe Photoshop, XD, InDesign, Illustrator, Animate & Audition
- Microsoft Suite
- JIRA
- Invision
- Squarespace
- Google Web Designer

## Education

**M.F.A.**

**THEATRICAL DESIGN**

Brandeis University

**B.A.**

**PHILOSOPHY**

University of Pennsylvania

## Experience

**OCT 2019 - PRESENT**

**FOUNDER & CHIEF CREATIVE**

**EVE SIMON CREATIVE | Silver Spring, MD**

Created storytelling frameworks, UX approaches and visual design solutions for non-profits agencies and small businesses. More at [evesimoncreative.com](http://evesimoncreative.com)

**PROJECT HIGHLIGHTS INCLUDE**

- Designed printed report, website & social art for ai4giving.org, underwritten by the Bill & Melinda Gates Foundation
- Designed several printed reports for League of Women Voters
- Designed new logo, website & social art for Beth Kanter, the grande dame of the non profit technology industry
- Created website for SUNY Downstate Pathology Residents at [downstatepath.com](http://downstatepath.com)
- Collaborated with Capellic to design Drupal website for NISE (The National Informal STEM Education Network), and the upcoming Learning Policy Institute and Climate Reality Project websites
- Collaborated with Pongos Interactive on nearly a dozen Wordpress projects

**APR 2007 - OCT 2019**

**CREATIVE DIRECTOR**

**BEACONFIRE RED | Arlington, VA**

Provided hands-on, detail-oriented and innovative creative leadership for agency's digital marketing and website projects. Crafted on-brand engaging digital stories and pitched, advocated & implemented conceptual and strategic design ideas. High level achievements included:

**DESIGN STRATEGY**

- Established strategic vision for large-scale website projects & integrated digital marketing campaigns
- Facilitated creative workshops, brainstorming, presentations & design sprints
- Built strong interpersonal client relationships
- Created design style guides for web projects
- Lead email design strategy including for year-end fundraising
- Designed websites, landing pages, donation pages and emails
- Designed static & animated ad creative for Facebook, Twitter & IAB/GDN display

**BUSINESS DEVELOPMENT & INNOVATION**

- Developed the Design Blitz, a unique collaborative design process that increased client satisfaction and reduced project time by 4-6 weeks & design hours by 35%
- Pioneered a responsive email design pattern library, reducing production time by 20-30%
- Led winning client pitches for Nature Conservancy, Habitat for Humanity, League of Women Voters and the Ad Council among others
- Member of Innovation Lab, leading new agency technology approaches & projects

**LEADERSHIP & MANAGEMENT**

- Collaborated with cross-functional project team members including UX designers, marketing consultants, data analysts, front-end developers, project managers, and software engineers
- Recruited, mentored & managed project-based web/UX/UI, copywriters and print designers to create innovative and engaging visual solutions
- Managed multiple simultaneous projects and resources

# Eve Simon (continued)

## Public Speaking

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Wrote proposals for and delivered the following conference talks.

### **SOUTH BY SOUTHWEST (SXSW)**

- Is Social Good the Next Killer App?
- How Meaningful Design Can Save the World
- Method Tweeting for Nonprofits

### **NON PROFIT TECHNOLOGY CONFERENCE (NTC)**

- Not (Just) Another Meeting: Tools & Techniques that Disrupt Business as Usual
- My Improbable Career (Plenary Ignite)
- Hacking the Creative Process
- Be a Design Superhero. Save the World
- Iron Chef: Battle nonprofit

### **WEB VISIONS**

- Be a Creative Superhero. Save The World

### **BEST FRIENDS ANIMAL SOCIETY ANNUAL CONFERENCE**

- Websites That Win Hearts, For Good
- Make it Sparkle: Upgrading & Polishing Your Site for More Impact

Also helped colleagues **write, edit, pitch & present over 15 other sessions** that were accepted to local DC and national events.

## Selected Additional Experience

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### **DESIGN/UX MANAGER ORBITZ WORLDWIDE**

### **ART DIRECTOR AARP.ORG AARP SERVICES**

### **ART DIRECTOR OF THE VISUAL ARTS CURRICULUM K12**

### **PRODUCER FOR THE KIDS ONLY, WOMEN & FAMILY CHANNELS AMERICA ONLINE**

### **ADJUNCT WEB DESIGN PROFESSOR AMERICAN UNIVERSITY**

## Other Industry Achievements

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### **PODCAST CREATOR & EXECUTIVE PRODUCER**

Hosts, edits and produces the award winning GenX Stories, a podcast about how the so-called "Lost Generation" found itself at midlife. In it's 5th season as one of the top 25% worldwide podcasts, the four 50-something hosts share fun & frank insights every other Wednesday. Learn more at [genxstories.com](http://genxstories.com).

### **LOUNGE CREATOR & EVENT PRODUCER**

Created, produced and managed the Beacon Lounge, a hip spot at South by Southwest (SXSW) that connected innovators in the social good sector & was named Ad Week's 2nd most talked about lounge.

### **HUFFINGTON POST BLOGGER**

Contributed opinion pieces on design, entertainment, culture & social impact

### **WEBBY AWARDS JUDGE**

Invited to join The International Academy of Digital Arts and Sciences (IADAS) and evaluate yearly App Design, Social, Podcasts & Digital Audio submissions

### **SOUTH BY SOUTHWEST ADVISORY BOARD**

Since 2013, helped shape SXSW conference programming by evaluating 200+ sessions a year in the Design, Marketing, Branding, Social Good and Workplace tracks.

### **SOUTH BY SOUTHWEST PLACE BY DESIGN ADVISORY BOARD**

Recruited designers, artists & urbanists and evaluated finalists for SXSW's Place by Design public art competition.

# Eve Simon (continued)

## But don't take my word for it

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Eve is the kind of person who makes everyone around her want to work harder and be more creative. She's got a warm and generous spirit, an eye for details that matter, a mind that understands design and brand and communications, and plenty of think-outside-the-box. I'd work with her again in a heartbeat.

“ Gwydion Suilebhan  
Former Director of Brand & Marketing  
Woolly Mammoth Theatre Company

As a freelance designer, Eve is the kind of Creative Director I love working with. She's awesome on the client-side at communicating with stakeholders, asking the right questions and brainstorming strategies. And she's awesome on the design-side at collaborating with designers and giving direction. She's diplomatic, communicates clearly and isn't heavy-handed. Eve is someone I always look forward to working with on any type of design project

“ Anna Clark  
Principal, Senior Designer  
Studio Fiveeighteen

Eve is an empathetic, collaborative, and creative genius who can not only design beautiful things, she can explain the ideas behind them to a variety of audiences. Eve is enthusiastic and positive, and she understands that the “why” of a design is as important as the look and feel. She has a knack for hearing what a client really needs out of a design even if they're having trouble articulating it. She's also a gifted public speaker and can engage an audience on a variety of topics.

“ Jordan Hirsch  
Director of Innovation  
Phase 2 Consulting

I just knew she was going places when she picked up that first Lego piece.

“ My mom  
She may be a bit of a ringer,  
but she's always right

Eve has two rare gifts. First, she is a storyteller with a unique ability to both write and design; enabling her to deliver compelling content that moves users to action. Eve also has an amazing ability to collaborate and find consensus among differing groups. This enables her to create designs that satisfy the needs of multiple stakeholders while maintaining a strong design aesthetic.

“ Jen Boland  
SEO Director  
Beaconfire RED

Being both creative and efficient is a tall order, but Eve excels at both. She not only has groundbreaking ideas, she also executes them consistently. Eve's work stands out, no matter what project.

“ Shiloh Stark  
Director, Digital Fundraising  
The Nature Conservancy

Eve is an astute, amazingly talented designer, communicator, storyteller, and leader, with an upbeat, amiable, engaging personality. She champions collaboration, and is phenomenal at helping teams reach common ground. She not only has a keen eye for design, but also crafting the story that informs the design. For Eve, it goes beyond making aesthetically pleasing websites, ads, imagery, and other collateral. It's about making connections. Getting to the heart of the matter. Her decisions are guided by empathy, purpose, intent, and value. The results are innovative, human-centric, quality-driven design solutions. She is an absolute joy to work with and a tremendous asset to any team / organization she's part of.

“ Markell Williams  
Usability Lead/Sr. UX Designer  
Liquidity Services