

# CARLY SIMMONS

## UX DESIGNER + RESEARCHER

carly-simmons.com

carlyjsimmons@gmail.com

585 944 4400

## EXPERIENCE

---

### Design Research Intern, Public Policy Lab Brooklyn, NY (July 2018 - Current)

*A non-profit working at the intersection of design + policy to build better public services in NYC and beyond.*

- Co-conducted 10+ subject matter expert interviews
- Synthesized clinical + academic studies into affinity maps and presented research to stakeholders
- Recorded notes during co-design workshops and organized findings into high-fidelity user journeys
- Worked in domestic violence + accessibility sectors

### Graphic Designer, Second Nature Boston, MA (November 2016 - August 2017)

*A non-profit within the education sector mobilizing colleges across the US to commit to prioritizing sustainable efforts.*

- Transformed sustainability literatures into designed one-pagers for universities across the United States
- Designed digital badges for online reporting platform
- Managed website content and press communication
- Led creative direction of event collateral, including conference agendas and social media

### Intern, Kana Studios

#### Geneva, NY (June 2016 - August 2016)

*Independent furniture studio located in Geneva, NY.*

- Assisted with the launch of studio + showroom, built workspaces + tool organization systems
- Demonstrated woodworking skills by cutting, assembling + finishing chair and table commissions

### Intern, Geneva Neighborhood Resource Center Geneva, NY (June 2013 - August 2013)

*A hub for resident and small business information, working with local government to improve the city of Geneva.*

- Practiced user-centered design methodologies to create brand identities for two city wards based on insights from participation with residents at town hall meetings

I believe good design starts with people, learning the context of users, departs from the status quo, and is never finished. I use design to tell people other people's point of view.

## EDUCATION

---

### School of Visual Arts

*MFA in Products of Design, 2019*

*The Mother Load: Owning Motherhood and Offloading Burden (Thesis)*

### Hobart and William Smith Colleges

*BA in Architectural Studies, 2016*

## EXPERTISE

---

Interviewing + Insights

System Mapping + User Journeys

Problem Reframming

Wireframing + Digital Prototyping

Adobe Illustrator/InDesign + Adobe Xd

Product + Event Photography

Storyboarding + Video Editing

Pitching + Keynote Presentation

## RECOGNITION

---

### MoMA Design Wholesale, 2019

*Product currently in development*

### PRIMER 2019, Honorable Mention

*Velli (Product Design)*

### Arts Thread, 2019

*SVA NYC: MFA Products of Design*

*Thesis Presentation*

### Make Magazine, Vol. 64, 2018

*Design Feature, "Social Circle"*

### Architecture Boston, Vol. 18 No. 2, 2015

*Online Featured Travel Sketches*