

Avery Simmons, M.A. (she/her/hers)

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WORK EXPERIENCE

Flashbook

Product Designer

Lehi, UT

May 2023 - Present

- Created Flashbook's full-fledged Darkroom Design System in Figma, empowering cofounders to build rapidly, and ensuring that Flashbook's app followed a consistent and cohesive design pattern.
- Formed a research group of 12 beta users to identify product needs and iterate on designs, aligning our roadmap with sales goals as the first CRM built for tattoo artists.
- Led sales and customer success calls to drive adoption and solicit feedback for our closed invite-only beta.
- Developed personas for beta, v1, and future users, and created journey maps based on diary studies, field studies, and user interviews to guide feature requirements and scaling. Used personas to develop Flashbook's business plan.
- Collaborated with cofounders in engineering and product to build wireframes, prototypes, and iterate on designs informed by user research, market insights, and A/B test results.
- Led end-to-end design for Flashbook's core app, taking it from 0 to beta and currently selling the beta experience to a dozen local artists/shops.
- Designed the entirety of Flashbook - created wireframes, full-fidelity mocks, A/B testable mocks, and iterated on all designs while coding.
- Wrote, tested, and reviewed app code primarily working in HTML, CSS, React, and MySQL. Responsible for building all UI elements and components.
- Flashbook has reduced lost deals and increased user engagement, with all current users reporting they spend significantly less time on administrative tasks, allowing them to focus more on client engagement.

AveSim.Art

Artist and Web Designer (Freelance, concurrent with full-time positions)

Lehi, UT

January 2017 - Present

- Designed and built websites using Figma, Framer, and Webflow to help businesses establish a digital presence, communicate with and reach their customers, and sell their goods online.
- Conducted interviews with clients to establish project requirements, milestones, and objectives.
- Commissioned custom art pieces, primarily for custom shoes, averaging nearly \$10,000 a year in merchandise sales.
- Managed my personal store to sell artwork, custom shoes, and personally screen-printed clothing and prints.
- Animated custom interactions using Rive to bring life and modernity to websites and express client personality.
- Coded and maintained my own website to share my writing, and market my artwork.
- Illustrated custom graphics and edited videos and animations to help clients market their websites and products.
- Currently, lead designer for a mobile app in the golf/social media market.
- Created brand UI kits for clients, providing brand design strategy and documentation, and establishing client identities.

Canopy Tax

Product Designer

Draper, UT

February 2020 - July 2023

- Co-founded the design system committee, standardizing design choices and building components in Figma, reducing design time by up to 20% and improving app consistency, while optimizing design handoff processes.
- Lead designer for self-serve upgrades, free trial product, and in-app resource center, resulting in over \$500k ARR from in-app upgrades, helping close deals with Tri-Merit and Intuit, and decreasing customer service help tickets by 17%.
- Led the redesign of Canopy's Help Center with a focus on accessibility (WCAG compliance), improving inclusivity and optimizing user experience. Reduced support requests and lowered costs by 80% through a CMS migration, illustrated new visuals to align with brand identity, and saved engineering time by writing the code myself.
- Developed and maintained the UX content style guide and Storybook documentation, allowing designers and engineers to consult one source of truth, enhancing cross-functional collaboration and reducing design discrepancies.
- Wrote and edited all in-app copy, ensuring accessibility and clarity across the product. Proactively rewrote and redesigned product emails, leading to a 22% increase in email open rates and an 8% increase in click-through rates.
- Mentored junior designers on UX research best practices, empowering them to independently interpret research findings and conduct their own research, improving overall team efficiency.
- Audited the entire app and conducted user/competitor research, improving user NPS scores by nearly 10% and resolving UX debt across neglected areas of the app.

- Collaborated with marketing to design and push in-app campaigns generating 82 out of 96 new G2 reviews in the first half of 2023, significantly contributing to Canopy's recognition as a leading provider of practice management software.
- Illustrated new imagery for empty states, success messages, and announcements, modernizing the app's look and significantly increasing user feedback on attention to detail and design quality.
- Acted as an honorary QA member, consistently finding the most bugs during bug-a-thons, especially for Android devices, ensuring product quality and reducing post-launch issues.

EDUCATION

University of Western Ontario / Master of Arts - English	August 2019
Southern Utah University / Bachelor of Arts - English/Psychology	April 2017
The Odin Project (Full-Stack MERN Coding Bootcamp)	March 2023
Google UX Design Certificate	December 2021

VOLUNTEER EXPERIENCE

Canopy Tax DEIB Board Member and Panel Speaker	2021 - 2023
Crisis Text Line Counselor	Jan. 2020 - Aug. 2021

SKILLS & INTERESTS

Skills: User-Centered Design (UCD), Interaction Design, Writing, Information Architecture, Design Systems, Illustration, Journey Mapping, User Interface (UI) Design, Accessibility (WCAG) Compliance, A/B Testing, HTML, CSS, Javascript, React, SQL, Mentorship, Team Building, Problem Solving, Spanish (B1 Reading Level), Russian (B2 Reading/Writing/Speaking)

Tools: Figma, Framer, Webflow, Maze, Adobe Creative Cloud, Origami, Storybook, Rive, Spline

Interests: Accessibly Design, Visual and Content Design Overlap, SaaS, Entrepreneurship, Art, Music, Creative Writing, Diversity Equity Inclusion and Belonging Workplace Advocacy, Teaching and Mentorship, Golf, Basketball, Dogs, Sea Otters