

SIMEON DANIEL

Product & Brand Designer | Systems-Driven | Saas, Healthcare, Fintech & Web3-Focused

Remote-friendly

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🌐 Portfolio: <https://simeondanielportfolio.framer.website/>

🐦 Twitter/X: @web3danie

PROFESSIONAL SUMMARY

Product & Brand Designer focused on creating clear, usable interfaces and scalable visual systems for startups and early-stage products. I work on independent and concept-driven projects, translating ambiguous ideas into structured user flows, UI systems, and brand-led product experiences.

Interested in Web3, fintech, and consumer technology, where thoughtful design improves trust, understanding, and adoption. Seeking an entry-level or junior role to grow within a product-focused team while contributing strong execution and systems thinking.

AREAS OF EXPERTISE

- Product Design (UX/UI) & Interface Design
 - User Flows, Information Architecture & Interaction Design
 - Design Systems & Visual Languages
 - Brand Identity & Product-Led Visual Systems
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TOOLS & TECHNOLOGIES

Product Design: Figma (UI, prototyping, systems), FigJam

Brand & Visual Design: Adobe Illustrator, Photoshop

Planning & Collaboration: Notion, Jira, Linear, Slack, Trello

Rapid Assets & Content: Canva (advanced)

EXPERIENCE

Brand Designer – Techy-Jaunt

Remote | 2023 – 2025

Developed a complete brand identity for a conceptual / client brand, covering **logo design, color systems, typography, and visual language**.

Conducted **brand research** to define positioning, audience, tone, and competitive landscape.

Translated brand strategy into **cohesive visual assets** across digital and print touchpoints.

Designed **brand guidelines** to ensure consistency across marketing and product usage.

Presented design rationale clearly, aligning visual decisions with **business and user goals**.

Freelance Visual Designer – SD Design Studio

Remote | 2022 – 2025

Created visually compelling designs across **digital marketing, social media, and web interfaces**.

Applied strong principles of **layout, typography, color, and hierarchy** to enhance clarity and engagement.

Translated creative briefs and brand guidelines into **consistent, high-quality visual assets**.

Designed marketing creatives, promotional materials, and UI visuals that align with brand tone and audience expectations.

Iterated designs based on feedback to meet campaign and business objectives.

SELECTED PROJECTS

Project Experience – Rena

Visual Designer

- Designed a cohesive brand identity for **Rena**, including logo, colors, typography, and visual assets, improving perceived brand professionalism by **+35%** (*user survey feedback*).

- Created marketing and web visuals that increased **engagement and clarity**, supporting stronger user recognition and brand recall.
 - Developed style guides and reusable components, enabling **scalable design across campaigns and product touchpoints**.
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Elevare Studio (Concept Agency)

Visual & UX Designer

- Led the design of **Elevare Studio's brand and website**, creating a cohesive visual identity and intuitive user experience that increased **user comprehension by +40%** in testing.
 - Designed high-fidelity UI screens, marketing assets, and interactive prototypes to support **client acquisition and brand credibility**.
 - Developed **brand and UI guidelines** for consistent visual storytelling across future projects, enabling scalable design operations.
 - Applied data-informed decisions to **improve navigation clarity and engagement**, aligning design with business goals.
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DESIGN APPROACH

- Clarity over visual noise — usability first
 - Systems-first thinking for consistency and scale
 - Design grounded in context, constraints, and user needs
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SOFT SKILLS

- Strong ownership and self-direction
 - Clear communication of design decisions
 - Detail-oriented with a usability mindset
 - Fast learner, adaptable to new tools and domains
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CERTIFICATIONS AND LICENSES

Certifications & Licenses



User Experience Design Fundamentals

IBM | Jan 2026 | Credential ID: 551c48c7-da40-458c-b675-6306386ea5bb

Skills: Case Studies Design Research · Design Tools · Site Maps · Information Architecture · Prototyping · Usability Testing · User-Centered Design (UCD) · User Flows · UX Design · UI Design · User Stories · Web Accessibility



Foundations of User Experience (UX) Design

Google | Apr 2023 | Credential ID: SD5NZPCDYEKBC



Digital Skills: User Experience — Accenture

FutureLearn | Jan 2026

Skills: User Interface Design · Design Systems · Design Thinking



Purple Palette Design Training Certificate

HumanSignal | Jan 2026

Skills: Artificial Intelligence (AI) · Generative AI for Designers · Branding & Identity Design · Visual Hierarchy & Emphasis · UI/UX Design Basics · Label Studio · Color Theory & Color Palettes · Graphic Design

EDUCATION & CONTINUOUS LEARNING

- Self-directed learning in product design, UI systems, branding, and Web3 design patterns
- Regularly studies real-world products, design systems, and industry best practices
- Actively exploring AI-assisted design workflows

WHAT I'M LOOKING FOR

- Junior Product / Brand Designer role
- Independent Contract opportunity
- Product-focused team with strong learning culture

AVAILABILITY

Open to freelance, contract, part-time, or full-time roles
Remote-first | Global Team.