SIMON HOUEIX - PRODUCT DESIGNER
U.S. CITIZEN
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EXPERIENCE

AUG. 12, 2017 - PRESENT
SR. VISUAL / UX DESIGNER - CISCO
MILPITAS, CA

SR. VISUAL, MOTION AND UX DESIGNER FOR CISCO WEBEX,
CISCO VIDEO PHONE 8875, CISCO DESK HUB & CISCO WEBEX ASSISTANT.

CISCO WEBEX IS A CLOUD-BASED SET OF PROPRIETARY TEAM
COLLABORATION TOOLS AND SERVICES SUPPORTING SECURE MEETINGS,
INSTANT-MESSAGING, SCREEN/FILE SHARING, WHITE BOARDING, VOICE
CALLS & VIDEO CONFERENCING.

PRODUCT PORTFOLIO INCLUDES WEBEX TEAMS, MEETINGS, CALLS,
AND OUR MOST RECENT ENTERPRISE-READY VIRTUAL VOICE ASSISTANT
SPECIFICALLY DESIGNED FOR MEETINGS. RESPONSIBILITIES INCLUDES
THE VISUAL DIRECTION TO MAINTAIN, ENHANCE AND REBRAND EXISTING
UIS ON BOTH LEGACY & NEWLY RELEASED PLATFORMS IN CLOSE
COLLABORATION WITH BOTH PMs AND ENGINEERS IN MAKING CISCO
A COMPREHENSIVE AI-POWERED SOLUTION.

ROLE ALSO INCLUDES THE LEAD CREATIVE PACKAGING DESIGN
DIRECTION ON ALL CISCO PHONES, HEADSETS AND DESK CAM SERIES
TO ADDRESS THE COMPANY'S AMBITIOUS ENVIRONMENTAL SUSTAINABIL-
ITY INITIATIVE. RESPONSIBILITIES INCLUDES THE DESIGN DOCUMENTA-
TION REBRAND, CAD MODELING PRODUCTION PHASE, FINAL PACKAGE
DESIGN SUBMISSION AND SAMPLE REVIEW APPROVAL PROCESS.

SEPT. 1, 2013 - AUG. 11, 2017
UX VISUAL DESIGNER - ERICSSON
SANTA CLARA, CA

UX VISUAL DESIGNER FOR MEDIAFIRST, MEDIAROOM REACH, SOFTWARE
PLATFORMS ENABLING OPERATORS AND CONTENT PROVIDERS TO
DELIVER HIGHLY PERSONALIZED TV EXPERIENCES ON ANY DEVICE.
CREATE & DEVELOP UI EXPERIENCE ON SMART FEATURES SUCH AS
VOICE, CLOUD DVR, GUIDE, & HUB INTERFACES.

FRAMEWORK INCLUDES RESEARCH, COMPETITIVE ANALYSIS,
BRAINSTORMING, INTERACTION, WIREFRAMING, DESIGN &
DOCUMENTATION TO SUPPORT DEPLOYMENT FOR TV & REACH DEVICES
(IOS, ANDROID).

ERICSSON MEDIAFIRST INTEGRATES INDUSTRY-LEADING CAPABILITIES IN
MULTISCREEN IPTV, ABR DELIVERY, CONTENT MANAGEMENT AND CLOUD
DVR TO PROVIDE CONSISTENT AND COMPELLING EXPERIENCES ACROSS
ALL DEVICES, MEETING THE NEEDS OF A BROAD RANGE OF SERVICE
PROVIDERS.

SEPT. 1, 2012 - SEPT. 1, 2013
VISUAL DESIGNER - MICROSOFT
MOUNTAIN VIEW, CA

MICROSOFT MEDIAROOM - PURCHASED BY ERICSSON (SEPT 2013)
VISUAL DESIGNER FOR MEDIAROOM, MEDIAFIRST, SOFTWARE
PLATFORMS ENABLING TELCOS TO OPERATE THEIR OWN IPTV
SET-TOP-BOXES (STBS) TO INTEGRATE THE SUPPORT OF REACH DEVICES.

IN CHARGE OF CREATING VISUAL DESIGN SYSTEMS AND LANGUAGES,
FROM IDEATION TO DOCUMENTATION, MAINTAINING STYLE GUIDES AND
UI TOOLKITS AS WELL AS ENSURING A CONSISTENT CONSUMER
PRODUCT EXPERIENCE WITH FELLOW RESEARCHERS, PROTOTYPES,
PRODUCT MANAGERS AND SOFTWARE ENGINEERS. MEDIAROOM IS THE
WORLD'S MOST DEPLOYED IPTV PLATFORM, PROVIDING SERVICES TO
OVER 35 MILLION STBS BY LEADING OPERATORS.

APRIL 6, 2010 - OCT. 4, 2011
WEB DESIGNER - CHANEL
PARIS, FRANCE

VISUAL/WEB DESIGNER DELIVERING THE CREATIVE DIRECTION AND
IMPLEMENTATION OF ALL DIGITAL ADVERTISEMENTS. TASKS RANGED
FROM CREATING COMPLETE PRODUCT WEBSITES, TO VISUAL EMAILING
LAYOUTS, GRAPHICS AND PROMOTIONAL ARTWORK FOR SOCIAL
CHANNELS TO SUPPORT SEASONAL CAMPAIGNS LIKE "BLEU DE CHANEL".

RESPONSIBILITIES ALSO INCLUDED THE PUBLICATION OF ADS, AND
MANAGING THE DELIVERY OF VIDEO FORMATS ACCORDING TO THE
BRAND'S HIGH NATURE OF VISUAL EXPECTATION FOR ADVERTISING
COMPANIES SUCH AS JCDECAUX'S ADVANCED DIGITAL BILLBOARDS.

EDU

SUMMER 2014
STANFORD UNIVERSITY
PALO ALTO, CA

CONTINUOUS PROFESSIONAL TRAINING
SCHOOL OF ENGINEERING

FALL 2011 - SPRING 2012
GOBELINS SCHOOL OF THE IMAGE
PARIS, FRANCE

CONTINUOUS PROFESSIONAL TRAINING
SCHOOL OF DIGITAL AND INTERACTIVE DESIGN

FALL 2005 - SPRING 2009
SAN FRANCISCO STATE UNIVERSITY - SFSU
SAN FRANCISCO, CA

COLLEGE OF CREATIVE ARTS
DEPARTMENT OF DESIGN AND INDUSTRY
MAJOR: PRODUCT DESIGN AND DEVELOPMENT
MASTER OF ART IN INDUSTRIAL ARTS - MAY 2009
BACHELOR OF ART IN INDUSTRIAL ARTS - MAY 2007

SUM 2003 - SUM 2004
UNIVERSITY OF CINCINNATI - UC
CINCINNATI, OH

DEPARTMENT OF URBAN PLANNING
FRESHMAN MAJOR: URBAN PLANNING

&

PROFESSIONAL CERTIFICATION
GOOGLE | FOUNDATIONS OF USER EXPERIENCE (UX) DESIGN
CREDENTIAL ID K7KYVA9CW9V7
ISSUED OCT. 1, 2023

INDUSTRY INTERFACE KNOWLEDGE
TV STREAMING PLATFORMS (IPTV & VOD/OTT)
DESKTOP (WIN/MAC) APPLICATIONS
MOBILE (ANDROID/IOS) APPLICATIONS
CAR DASHBOARD WITH ANDROID AUTOMOTIVE OS (AAOS)
HARDWARE PHONE DEVICES (TOUCH & NON-TOUCH)
DIGITAL MEETING BOARDS (TOUCH)
DIGITAL ADVERTISING BILLBOARDS

SPECIALIZED SKILLS
PRODUCT DEVELOPMENT
END-TO-END USER EXPERIENCE (UX) PROCESS
SOLVING COMPLEX CUSTOMER PROBLEMS

DESIGN TOOLS
FIGMA / SKETCH, PROTOPIE & ADOBE CREATIVE (XD,
PHOTOSHOP, ILLUSTRATOR, INDESIGN, AFTER EFFECTS,
MEDIA ENCODER ETC.), KEYNOTE | FILEZILLA (FTP) |
SOLIDWORKS | CINEMA 4D

PROGRAMMING SKILLS
EXPERIENCE WITH HTML | CSS | JS & PHP

LANGUAGE
ENGLISH & FRENCH (NATIVE)