

LINA SIMPSON

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linasimpson.com

EDUCATION

2017

Saginaw Valley State University

B.A. in Graphic Design

Division II Student Athlete - Track & Field

2020

Kent State University

M.S. in User Experience Design

SKILLS

UX Methods

Wireframing

Design Research

User Interface

Usability Testing

Sketching

Personas

Prototyping

Whiteboarding

Design

UX/UI Design

Visual Design

Interaction Design

Web Design

Corporate Branding & Identity

Programs

Figma

UX Pin

Sketch

Adobe XD

Confluence / Jira

Photoshop

Illustrator

InDesign

HTML/CSS

Microsoft Office

Languages

English

German (Proficient)

EXPERIENCE

October 2022 - Present

● The Trade Desk | Senior UX Designer

Operated within an international team of ~40 UXers, tasked with elevating and improving the advertising buying experience of external users to enhance engagement within the Demand Side Platform interface of The Trade Desk.

Collaborated cross functionally with Product Managers, Engineers, and Business leadership to align on expansive platform redesigns.

Design projects were directly presented to key decision-makers at TTD including CEO, CTO, Chief of Staff, SVPs and GMs.

Successfully executed the vision of TTD founders by implementing their direct feedback into my designs, simplifying a complex product to make the overall experience more user-friendly.

Launched two platform redesigns (Solimar '22, Kokai '24) which resulted in an entirely new DSP design framework, inclusive of improved site architecture, navigation, visuals, and reporting. This resulted in an improved user experience for TTD's internal and external platform users, thus contributing to the company's bottom line.

Biggest accomplishments include achieving Inventor Status on a design Patent for the Solimar Redesign, for [US Patents 11354142-B1](#).

Day to day work included designing and implementing compelling data visualizations, wireframing workflows, working with UX Researchers, Product Managers, and Content Writers, and prototyping out design narratives and interactions.

Tasked with hiring and onboarding a UX Intern; served as their mentor and new-hire buddy, resulting in their full-time employment.

Contributed to company culture by creating the "Fun Committee", built with the intention of generating inclusivity across a multitude of Product sub-teams to ensure everyone felt represented across each department.

April 2021 - October 2022

● The Trade Desk | UX Designer II

June 2019 - April 2021

● The Trade Desk | UX Designer

March 2018 - June 2019

● Quicken Loans / Rocket Mortgage | UX Designer

Worked on a variety of mortgage products related to forbearances and foreclosures, which required collaboration with cross functional teams to create deliberate user experiences, guiding a user through a workflow of sensitive nature.

Partnered with Content Writers to ensure an empathetic tone was accurately captured and reflected in the design and user's journey.

Applied design-thinking to solve complex problems, create iterative solutions through user testing and prototyping to further enhance the overall experience.

November 2017 - March 2018

● Quicken Loans / Rocket Mortgage | UX Design Intern

Helped design, create, and launch an internal intra-net of resources that over 17,000 Quicken Loans employees use daily.

This project required card-sorting, whiteboarding, and wireframing to achieve the complete revamp and improvement of a site that hadn't been changed for 20 years.

This Product team used agile, specifically scrum methodology to develop mock-ups, storyboards, wireframes, and low/high fidelity prototypes designing interactive user experience for web and mobile based internal products, where I created and partook in administering usability testing, guerrilla testing, and learning from user research.