

LINA SIMPSON

248-444-1446

lina.m.simps@gmail.com

linasimpson.com

pw: linasimpson

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

Product Design

Wireframing & Journey Mapping

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

Adobe Creative Suite

Axure

HTML & CSS

Confluence / Jira

Maze

Languages

English

German (Proficient)

EXPERIENCE

June 2024 - Present

MNTN | Senior Product Designer

Led all of the Product Design decisions on the Audience Targeting team, focusing primarily on the MNTN Matched Audience creation feature that uses Generative AI to create the most relevant audience groups for clients to use in Connected TV campaigns. In my first 30 days, I redesigned and helped ship a more intuitive and simplified iteration of the feature.

Collaborate closely with product management, development teams and other designers to create intuitive, actionable design solutions that improved user engagement. This included wireframing and mocking up various concepts, developing user journeys, conducting user research to validate design directions, and rapidly prototyping evolving design iterations to present to C-Suite Executives, on a weekly basis, to ensure alignment on business goals and user needs.

Maintained a focus on delivering both practical and innovative solutions to support MNTN's growth and vision for the future of ConnectedTV.

October 2022 - March 2024

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 (DSP) interface of The Trade Desk.

Collaborated cross functionally with Product Managers, Engineers, and Business leadership to align on expansive platform redesigns that were presented to key decision-makers at TTD including the CEO, CTO, Chief of Staff, SVPs and GMs.

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

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, while also 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.

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, that hadn't been revamped or improved in over 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.