

Rick Simpson is a Product Designer from Scotland.

I'm a digital product designer tackling big, messy UX problems with human-focused solutions; the kind that look great and work great.

If you're interested in the problems I've worked on, or how I can help with yours, I'd love to hear from you!

CONTACT

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PORTFOLIO

🔗 ricksimpson.design

EXPERIENCE

Senior Digital Product Designer
— Ooni Pizza Ovens

Apr 2022 - May 2024

Collaborated with the Learning & Inspiration team to make great pizza accessible to users of all skill levels. Across various projects, I helped improve key customer journeys, using data-driven insights and hands-on research to elevate the company's digital offerings.

Digital Product Designer
— StarStock

Nov 2021 - Apr 2022

Joined a startup to help passionate sports fans find and trade cards from their favourite players, on iOS and the web. Our goal was to make trading, collecting, and managing your digital card collection an easier and more enjoyable experience.

Product Designer
— Twig Education

Feb 2018 - Oct 2021

Worked with a great team of designers, product owners, and engineers to make learning more fun. The majority of our time was spent on the company's flagship product, Twig Science, to improve the digital experience for teachers and students.

SKILLS

Discover

Customer Research
Usability Testing
User Interviews
Data & Metric Analysis
Journey Mapping

Define

Stakeholder Interviews
UX Strategy & Vision
Information Architecture
Personas & User Stories
Card Sorting

Develop

Problem Solving
Design Sprints
UX Workshops
Low-fidelity Wireframing
Concept Ideation

Deliver

High-fidelity Prototyping
Design Systems
Design Documentation
UI Design & Branding
A/B Testing

EDUCATION

BDes Hons Product Design
— Edinburgh Napier University

Sep 2010 - May 2014

TOOLS

Figma, Sketch, Miro, UserTesting,
Typeform, Google Analytics,
Notion, Jira, Adobe Illustrator &
After Effects, HTML/CSS

INTERESTS

Bouldering; LEGO; technology;
sci-fi movies; LGBTQIA+ Rights;
coffee table books about design;
cinema hot dogs