

Avery Simmons

Senior Product Designer | Writer & Storyteller | Strategist

experience

Founding Product Designer

artlet (formerly flashbook)

July 2023 – Present

- Spearheaded the end-to-end design and launch of the industry-first CRM platform tailored for tattoo and commission artists, overseeing business strategy and executing product roadmap development through data-driven market analysis and user-centric research.
- In closed-alpha, achieved an average deal size of \$7,000 with a gross margin of over \$6,000 per artist.
- Reduced artists' administrative time by 45% per booking cycle, resulting in significant annual savings, and maintained a current NPS of 83.
- Created the Darkroom Design System to ensure AAA WCAG compliance and enhance the development process, saving hundreds of hours while ensuring consistency from the beginning.

Product Designer

canopy tax

January 2020 – July 2023

- Led the design of tax resolution features and key initiatives, including self-serve upgrades, a free-trial product, and an in-app resource center, resulting in over \$800k in expansion ARR and successful deals with Tri-Merit and Intuit, while reducing help tickets by 17%.
- Co-founded the Design System Committee to standardize components, reducing design time by 20% and aligning UX/engineering workflows; built and maintained the system in Storybook as the operational lead.
- Redesigned and self-coded Canopy's Help Center, cutting CMS costs by 80%, enhancing search functionality, and improving user experience while eliminating development dependency.
- Authored Canopy's first cross-functional content style guide as the UX team's writing specialist, unifying UX/marketing copy; revised and approved all UX copy for designs before development hand-off.

Designer & Artist

avesim.art

January 2017 – Present

- Collaborated with businesses and clients to create responsive websites using Figma, Framer, and coding languages (HTML/CSS/JavaScript).
- Developed custom UI kits and defined unified brand strategies and identities.
- Designed and illustrated graphic assets for marketing campaigns and social media, boosting brand visibility and engagement.
- Launched an independent art brand, completing custom art commissions (paintings, drawings, clothing, pottery) with annual sales of \$8-10K.
- Organized and hosted community art nights to enhance skills, explore new artistic avenues, and provide constructive critiques.

connect

<https://portfolio.avesim.art>

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education

University of Western Ontario

M.A. English

Thesis: "Sounding Silence: Speaking into Being" (An examination of how language, sound, and imagery impart meaning)

Southern Utah University

B.A. English / Psychology | 3.94 GPA

Summa Cum Laude

Dean's List: All 8 semesters

Sigma Tau Delta Honors Society

Kay Cook Memorial Scholarship

(Department Scholarship for 1 Senior)

Google UX Professional Certificate

(Coursera)

Full Stack Javascript (Odin Project)

skills

Product Design Product Strategy

UX Writing Product Management

User Research Design Systems

Accessibility Design Figma

HTML/CSS/JavaScript Storybook

Adobe Creative Cloud SaaS

Rapid Prototyping User Testing

2D Animation Visual Design

Web Design Russian (B2 Fluency)