

# JEFF WALLS

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jeff.land

269.615.1865

## EDUCATION

University of Michigan  
BFA (Cum Laude) in Graphic Design  
2003 - 2007

## SELECTED WORK:

### Senior Product Designer

Simple  
January 2016 - Present

My role at Simple has evolved over the last two years to focus heavily on user experience research and big-picture interaction design on large-scale initiatives including a fully rebuilt signup flow and the upcoming launch of Shared Accounts, Simple's version of a joint account offering.

### Product Designer

Simple  
June 2014 - January 2016

I joined Simple in the summer of 2014 as the first full-time designer that the company had ever employed. I worked on with cross-platform product design while also working extensively on brand design and development, including lead design on a partnership with the Portland Timbers.

### Freelance Design and Development

September 2011 - June 2014

I worked as a freelance designer and developer for clients ranging from start-ups and independent artists to universities and non-profits, to globally recognized brands like Adidas, Red Bull, and eMusic.

### Digital and Graphic Designer

The Art Institute of Chicago  
October 2008 - September 2011

I created extensive print and digital assets for the nation's second largest art museum, collaborating with agencies like BBDO and Pentagram in the process. Also ran the museum's first instance of Google Analytics.

## AWARDS, ETC:

Recognized by Tumblr and Creative Review for innovative use of Tumblr at the Art Institute of Chicago. Was awarded a fellowship to travel to Egypt and throughout the Eastern US in June 2013 as part of a program designed to connect emerging minds in art and technology from Egypt and the United States.

## SKILL SETS:

Sketch, Principle, Pixate, Framer, Adobe Creative Suite, HTML / CSS, Javascript, Audio and Video Production, Photo Processing, Printmaking.

REFERENCES AVAILABLE UPON REQUEST