

SIMON CHALK

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AWARDS



Red Dot Best of the Best

Nespresso Creatista

Red Dot Design Award

Sage Soft Top Luxe Kettle

Red Dot Design Award

Sage Toast Select Luxe



Good Design Selection

Sage Toast Select Luxe

EDUCATION



Bachelor of Industrial Design

University of South Australia

6.03 GPA

2007 - 2010

UniSA Consultancy Prize

As voted by external consultancies
for best graduating project

Merit Award

Top 15% of students

Nov 09

Chancellors' Letters of Commendation

Top 5% of students

Nov 07, Nov 08

SOFTWARE SKILLS

Axure · Proto.IO · Arduino
PS · AI · AE · Sketch · JIRA
Solidworks · UG NX · Keyshot

EXPERIENCE

Sage Mar 2011 - Dec 2017

UX/UI Manager

Oct 16 - Dec 17

As UX/UI Manager, I worked to establish our global digital design team. Working on software products within a hardware based company meant designing and implementing new process flows between product teams, UX, UI and developers. Subsequently, I have been responsible for educating cross-disciplinary teams on how to run the UX process for hardware products. Within the UX team I have been responsible for recruiting, planning and mentoring the work of four designers. On a strategic level, I worked with the Global Product Manager, Design & Innovation Director and Head of Engineering to scope Sage's strategy for digital design.

Senior UX Designer

Dec 15 - Oct 16

As a Senior UX designer, the team and I delivered the design for Sage's first connected appliance. This is a recipe driven IoT product that spanned across web, iOS app and embedded interface. My role was to extract user requirements from the team, validate existing research, lock down scope, run design sketching sessions, create flows for UX, build low and high fidelity prototypes for user testing sessions and deliver the final designs to our development team in India. The role required knowledge of both front-end and backend systems to bridge the gap between design and engineering.

Rapid Innovator

Jan 15 - Dec 15

In the rapid innovation team, I worked on blue sky product development including patent applications for new product innovations. I developed a system for creating high fidelity prototypes to simulate user testing for screens and connected products.

Industrial Designer

Mar 11 - Jan 15

As an Industrial Designer, I created innovative, user centred design solutions for toasters, kettles and coffee machines. Taking an immersive approach to design, I took multiple award winning products from concept to production. Through the product design process at Sage I created initial physical mock-ups for testing, refined CAD for production, delivered detailed designs for manufacture and managed Chinese suppliers.