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Top Skills

Market Research
Design
UX Research

Languages

English

Certifications

Foundations of User Experience (UX) Design

Honors-Awards

2014 Sports Emmy Award

Stephan Simorka

UI/UX Designer & Design Director | Design Systems | Accessibility | SaaS & Media Platforms

Brooklyn, New York, United States

Summary

I've built systems that cut developer handoff time by 25%, raised accessibility scores by 37%, and given teams a shared language instead of a shared headache. My work spans SaaS, media, and enterprise platforms, and it's landed me a Sports Emmy along the way. What I care about most are systems that get used, not systems that get shelved. That means governance people can actually follow, documentation people can actually find, and components people actually reach for instead of rebuilding from scratch.Have questions or just wanna chat, find a time to connect below. https://calendly.com/stephansimorka/30min

Experience

Simorka Designs

Founder & Design Director
July 2009 - Present (17 years 5 months)
New York City Metropolitan Area

Freelance brand and product design.
I work with clients on identity, design systems, illustration, and shipped websites.

Selected work below.

First Genomic Insights — prenatal genomics startup (Jan – May 2026)
Role: Design Director / Visual & Brand Designer
Led brand and product design end to end. Built the visual identity and a variable-based design system, then carried both into a shipped, responsive website. Designed for a first audience of investors and lab partners weighing whether the company was fundable and credible. Started with competitive research and found a position no genomics brand held, then built the identity and site around that gap.

Browning Environmental Communications — environmental comms agency (Dec 2022 – Jan 2023)
Role: Senior UI Designer
Led a design system and full site redesign end to end. Built the system atom-up with Atomic Design: 34 components across five categories, each validated before the next. Redesigned every page at desktop and mobile. Created the "be:" hero pattern that anchored each page to a different brand value. Delivered one shared system, so future updates start from a foundation.

Waydger App — prediction-based mobile gaming platform (Dec 2019 – Jul 2021)
Role: Art Director
Directed design strategy and set the design principles, patterns, and constraints for the app. Built the design documentation and foundational design system, keeping a suite of customizable mini-games for live events consistent across the product.

Disruptive Media Lab — Brookfield Place (Oct 2015)
Role: Graphic Illustrator
Illustrated ads for Brookfield Place's subway takeover at the 14 St / 8 Ave station in NYC.

CollegeHumor — editorial (May 2014 – Aug 2014)
Role: Graphic Illustrator
Illustrated a set of satirical travel posters representing different mental states for an article.

First Genomic Insights, Inc.
Design Director / UI UX & Brand Designer
January 2026 - Present (11 months)
New York City Metropolitan Area

Led brand and product design for First Genomic Insights, a prenatal genomics startup built on non-invasive fetal sequencing.

Built the visual identity and a variable-based design system, then carried both into a shipped, responsive website.

Designed for a specific first audience: investors and lab partners weighing whether the company was fundable and scientifically credible.

Started with competitive research and found a market position no genomics brand held. Built the identity and site around that gap.

Ran identity and website as parallel tracks so the design system translated straight into the product.

RadicalMedia
UI / UX Designer
September 2025 - March 2026 (7 months)
New York City Metropolitan Area

Built the design system behind Be The People, a civic engagement platform that launched nationally with partnerships spanning the NBA and GivingTuesday.

Audited and refined production layouts for responsiveness, WCAG accessibility compliance, and developer handoff readiness across web and mobile breakpoints, reducing inconsistencies across multiple product surfaces.

Created governance documentation and component spec sheets to support the developer handoff process, establishing a repeatable contribution workflow across design and engineering.

BenefitHub
UI / UX Designer | Design Systems Lead
October 2024 - August 2025 (11 months)
New York, New York, United States

Cut developer handoff time by 25% by building BenefitHub's design system from the ground up. Tokens, component libraries, and governance docs, all built for an enterprise benefits platform serving employer clients and their employees.

Redesigned the mobile app and insurance funnel, optimizing onboarding, search, quoting flows, and conversion paths through sprint-based UX iterations, GA4 data insights, and user profiles defined for distinct audience segments.

Created responsive, accessible design assets, wireframes, prototypes, and dev-ready mockups adhering to WCAG

Halo Media LLC

Senior User Interface Designer
August 2021 - August 2024 (3 years 1 month)
New York, New York, United States

Led UI/UX design for media platforms, using Maze for remote user testing and prototype validation, driving iterative improvements across key user flows.

Mercer's health consultants were running serious analytical work across three separate tools, switching between them mid client meeting. I consolidated all three into Beacon Networks, one map-based platform, with role-based views built for consultants, power users, and clients.

Spotted a gap in Halo Media's service offering and pitched accessibility audits as a new revenue stream. After approval, built the guidelines and audit workflow myself, raising accessibility scores by 37% for Halo Media's clients.

Browning Environmental Communications
Design Consultant / Senior UI Designer
December 2022 - January 2023 (2 months)
New York City Metropolitan Area

Led a design system and full site redesign end to end. Built the system atom-up with Atomic Design: 34 components across five categories, each validated before the next. Redesigned every page at desktop and mobile. Created the "be:" hero pattern that anchored each page to a different brand value. Delivered one shared system, so future updates start from a foundation instead of scratch.

Pharmapacks
Senior Designer
August 2020 - August 2021 (1 year 1 month)
United States

Led design for one of Amazon's top health and beauty resellers, collaborating with marketing and brand teams to deliver cross-platform creative assets.

Mentored junior designers on brand standards and design contribution workflows, enforcing brand consistency across campaigns, listings, and digital channels.

Waydger App
Art Director
December 2019 - July 2021 (1 year 8 months)
New York, New York, United States

Directed design strategy for a prediction-based mobile gaming platform, establishing design principles, patterns, and constraints to ensure a seamless user experience.

Led development of the app's design documentation and foundational design system, promoting consistency and efficiency across a suite of customizable mini-games for live events.

Real Vision
Senior Graphic Designer
December 2018 - March 2020 (1 year 4 months)
New York City Metropolitan Area

Mentored junior and mid-level designers on brand standards and creative process, raising consistency across a growing content and marketing team.

Led visual branding efforts across marketing and product teams, mentoring designers and establishing a unified brand identity across all media touchpoints.

Designed on-air graphics and promotional visuals to strengthen content identity, boosting viewer engagement and brand recognition across Real Vision’s financial programming.

Directed creative strategy for The Workshop Finance and Business Summit ($35K/ticket), overseeing end-to-end design execution, from venue scouting to marketing assets, resulting in a high-impact, investor-focused event experience.

Halo Media LLC
Senior Designer
June 2018 - December 2018 (7 months)
New York, New York, United States

Designed search and advanced filtering workflows for Mercer IntelX, an investment research platform for Marsh & McLennan, delivering annotated UI specs for saved lists, filter criteria chips, and export flows directly to engineering.

YouVisit
Senior Designer
February 2017 - June 2018 (1 year 5 months)
New York City Metropolitan Area

Designed immersive 360° and VR prototypes that drove a notable increase in user engagement and set a new benchmark for interactive content.

Built the UI for a Digital Asset Management platform, improving media management and reinforcing brand consistency.

Established visual branding standards for the Aria VR platform, ensuring a cohesive brand experience across all virtual reality and immersive 360° interfaces.

ELLE Magazine
Interactive Designer
January 2017 - January 2017 (1 month)
New York, New York, United States

Crafted and prototyped innovative interactive Snapchat Stories for Elle Magazine, seamlessly blending article content with dynamic digital elements. This initiative transformed traditional media into captivating, interactive experiences tailored for the beauty and fashion giant’s social media audience, significantly enhancing user engagement and content accessibility on a platform frequented by their target demographic.

Burson-Marsteller
Sr. Graphic Designer
August 2016 - January 2017 (6 months)
New York City Metropolitan Area

Designed an integrated video for the NYC Department of Transportation's Vision Zero campaign, displayed on digital billboards at Barclays Center, amplifying public awareness around traffic safety.

Developed social media campaigns for the National Conservation Lands, driving community engagement around environmental preservation.

Sequence
Visual Designer
February 2016 - April 2016 (3 months)
New York City Metropolitan Area

Transformed Chipotle’s online ordering process by designing a highly responsive and intuitive checkout experience tailored for both web and mobile platforms. This strategic overhaul was aimed at enhancing the overall customer experience, streamlining the ordering process.

Spearheaded the creation of 'Friend or Faux,' an engaging and educational interactive game for Chipotle, aimed at distinguishing the brand's ingredients from those of competitors. This project significantly heightened brand interaction and customer engagement by offering an entertaining way to learn about Chipotle's commitment to quality and transparency in its food sourcing.

CBS Sports
Marketing Designer
November 2015 - January 2016 (3 months)
New York City Metropolitan Area

Redesigned CBS Sports' 2016 Fantasy Baseball Landing Pages with integrated game insights and prize details, ensuring the site's responsiveness for development by the Product Team.

Disruptive Media Lab
Graphic Illustrator
October 2015 - October 2015 (1 month)
New York City Metropolitan Area

Crafted illustrated ads for Brookfield Place's NYC subway station campaign at 14 St / 8 Ave, significantly boosting brand visibility through creative brand takeovers.

M&C Saatchi Mobile
Senior Designer
November 2014 - May 2015 (7 months)
New York City Metropolitan Area

Led the creative team on the Amazon Shopping App campaign, innovatively integrating video and HTML5-rich media to boost conversion rates. Contributed to M&C Saatchi Mobile's recognition by Digiday in 2014 for creative excellence.

Audible, Inc.
Visual Designer
March 2014 - September 2014 (7 months)
newark nj

Crafted and launched Audible's Narrators Greatest Hits Volume email campaigns, driving engagement through strategic design and content curation.

CollegeHumor.com
Graphic Illustrator

May 2014 - August 2014 (4 months)
New York City Metropolitan Area

Digitally illustrated satirical travel posters to visually represent various mental states for an article, effectively translating the concept into engaging visuals with a unique illustrative style.

NBCUniversal, Inc.
Lead Olympic Designer
November 2013 - February 2014 (4 months)
1 Blachley Rd, Stamford, CT 06902

Led the design of the NBC Olympic Mobile Website for the 2014 Sochi Winter Olympics, coordinating with the Web Development team to feature event information and live standings, contributing to NBC Sports Group's win of the 2014 Sports Emmy Award for Outstanding New Approaches in Sports Event Coverage.

Developed style guides for the NBC Olympic Email Campaign, delivering timely updates on medal counts and standings to fans during the 2014 Olympics, enhancing viewer engagement.

Clear Channel Media + Entertainment
Graphic Designer
April 2012 - November 2013 (1 year 8 months)
New York City Metropolitan Area

Designed the user interface for Clear Channel New York's media relations website, enhancing user engagement and information accessibility.

Created and implemented branding guidelines for Z100 and 103.5 KTU, ensuring consistent brand identity across platforms.

East Stroudsburg University
Graphic Designer
January 2008 - December 2011 (4 years)
East Stroudsburg PA

Designed and produced promotional materials, including brochures and posters, to boost university event attendance and support recruitment initiatives.

Education

East Stroudsburg University of Pennsylvania

Bachelor of Arts - BA, Design and Applied Arts · (2008 - 2011)