

Paige Simm.

INTERFACE DESIGNER

paigesimm.com

CONTACT

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Auckland, New Zealand

DESIGN

- UI / UX Design
- Interaction Design
- UX Research
- Design Systems
- Brand & Identity
- Print & Collateral
- Illustration
- Signage & Wayfinding
- Social Media

DEVELOPMENT

- HTML / CSS / JavaScript
- WordPress + PHP
- SQL

SOFTWARE

- Figma
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop

HOW I WORK

Figma to user flows to wireframes to prototype to handoff. I write HTML and CSS when needed to close the loop between design and build.

References available on request.

Designer who actually *ships*.

PROFILE

Interface designer with a BDes in Interface Design and three years of commercial experience across B2B tools, web systems, and brand. I design and build – equally comfortable in Figma or a code editor, and I close the gap between design and development wherever I can. Versatile, quick to ship, and every illustration across my work is **hand-drawn in Illustrator**.

EXPERIENCE

2025 - PRESENT

Hunza Lighting

Marketing Coordinator

- Rebuilt the website for two premium lighting brands from scratch, solo and end-to-end (WordPress, HTML, CSS, JS, PHP).
- Diagnosed and fixed a database-level pricing bug via SQL that an external IT contractor was unable to resolve.
- Introduced audience-based routing so visitors could immediately find content relevant to them.
- Designed all print and digital marketing collateral – spec sheets, catalogues, social graphics, and in-building signage.

2024

LuminateOne

INTERNSHIP

UI/UX Design Intern

- Redesigned Automote, a dealer management platform used daily by car dealerships across NZ.
- Identified six core usability pain points through user interviews and workflow analysis.
- Delivered a fully interactive Figma prototype across all core workflows – accepted for development without revision.
- Introduced a split-panel layout that reduced order status updates from five steps to two.

2021 - PRESENT

Freelance

Designer & Developer

- Worked with small businesses and sole traders across Auckland on brand identity, websites, print menus, social templates, and event collateral.
- Full project ownership from brief to delivery, with no account manager layer.

2021 - 2024

NZ Post

Processing Officer

- At my manager's request, redesigned the internal street listing signage after unclear signs were contributing to sorting errors. The updated signs helped reduce mistakes on the floor.

EDUCATION

2021 - 2024

University of Waikato

Bachelor of Design – Interface Design

- Studied UX research, visual systems, typography, and interaction design.
- For my capstone, designed Splashy – a sustainability app for children aged 6–12. Led user research with six children, designed creature collection mechanics, and hand-illustrated all assets.