

# Simon Wiscombe

Innovating through playful design

[email@simonwiscombe.com](mailto:email@simonwiscombe.com)

[simonwiscombe.com](http://simonwiscombe.com)

[linkedin](#)

## Projects by IF

### Design Lead (2019 - Current)

- Advocated and evolved IF's responsible design mentality, crafting principles, patterns, toolkits, and frameworks to actualize ethical data practices.
- Managed a 2-person design team, provided inspiration and thought leadership
- Ensured high quality across a wide variety of client-facing and internal projects

## Freelance

### Innovation Design and Consultant (2019)

- Helping organizations innovate through design thinking and prototyping
- Developing, prototyping, and testing holistic end-to-end experiences for product innovation organizations

## Creative Play Lab, LEGO Systems A/S

### Design Manager (2018)

- Researching and mapping strategic opportunities for CPL.
- Leading multidisciplinary teams to prototype and test new experiences.
- Creating new business models and pilot processes.

### Senior Designer (2016 - 2017)

- Design Lead on projects to develop products from brief to pilot.
- Researching trends and new tech toward direction recommendations.

### Designer (2015)

- Developing new and innovative products for the LEGO Group.
- Coordinating and collaborating with multidisciplinary teams.

## University of Southern California

### Research Associate, USC Game Innovation Lab (2013 - 2014)

- Designer and Producer of school-wide project making game, Reality Ends Here
- Taught game design at graduate and undergraduate level
- Led and co-designed a variety of research and educational game projects

## Education

### Interactive Media Design, MFA

School of Cinematic Arts, University of Southern California, 2013

### Aerospace Engineering, BS

Samueli School of Engineering, University of California, Los Angeles, 2009

## Skillset

Innovation design and strategy  
Design leadership  
Experience design  
Game design  
Research  
Rapid prototyping  
Usability testing  
Storytelling  
Public speaking and presenting  
Stakeholder management

## Tools

Adobe creative suite  
Figma  
HTML/CSS/JS  
Unity3D  
Filmmaking and photography  
Digital and physical prototyping  
Agile ways of working  
Design thinking  
Business Model Canvas  
Post-its. Too many Post-its.

## Recognition

2018 iF Design Award  
2012 IndieCade Impact Award  
2012 IGDA SxSWi Scholar  
2010-2012 USC Annenberg Fellow

## References

Available upon request