

ANA SIMON

PRESENTATION & INFORMATION DESIGNER · EXECUTIVE COMMUNICATIONS

I design the material senior leaders present with. Six years turning confidential strategy, financial and market information into precise visual storytelling, building the templates, asset libraries and delivery rhythm that hold it consistent afterwards.

EXPERIENCE

2020–present
WORLDWIDE

Independent Practice

INFORMATION DESIGNER

- Designed executive presentations, board packs and management reports for founders and leadership teams across North America, Western Europe and Asia — 300+ projects in sectors from beauty and consumer goods to fintech, health and energy, largely under NDA.
- Built reusable master template systems and asset libraries — typographic scales, colour palettes, chart and icon sets, photographic libraries, locked master slides — so client teams could produce their own material without losing brand coherence.
- Translated financial models, research and market data into chart-led narrative; material has supported fundraises publicly announced at \$2M and \$6M, across rounds from pre-seed to Series A.
- Sole design counterpart to founders, senior leadership and investment partners — scoping, art direction, production and delivery, end to end, to fixed board and investor deadlines. Most work arrives by referral.

2022
LONDON

Ogilvy UK

SENIOR PRESENTATION DESIGNER

- Designed new-business pitch decks, behavioural analysis reports and internal management communications for agency leadership.
- Governed agency brand standards across high-visibility material, and adapted client brand codes into pitch narrative under compressed deadlines.
- Partnered with strategists and account leads to convert raw strategy into coherent visual story.

2020
LONDON

Amazon

BRAND SPECIALIST

- Managed three key vendor brands through the first COVID-19 wave, protecting product availability and driving new customer discovery during peak volatility.

2018
LONDON

KPMG

INFORMATION TECHNOLOGY CONSULTANT

- Built Power BI dashboards visualising the incoming project pipeline, improving resource allocation decisions across the practice.

2017–2018
LONDON

Credit Suisse

IT ANALYST

- Designed and delivered 7 Tableau management information dashboards for IT Architecture reporting, feeding N-4 strategic decision-making.
- Worked to regulated-environment standards for confidential material and senior-stakeholder reporting.

EDUCATION & CERTIFICATION

2018–2026 LONDON	Central Saint Martins UNIVERSITY OF THE ARTS LONDON · SHORT COURSES Generative AI for Creativity Wet Plate Collodion & Digital Photography Branding for Startups Experimental Jewellery Design
2023–2024 LONDON	London Interdisciplinary School PG CERT · INTERDISCIPLINARY PROBLEMS & METHODS
2015–2019 MANCHESTER	The University of Manchester BSC (HONS) INFORMATION TECHNOLOGY MANAGEMENT FOR BUSINESS · FIRST CLASS THESIS Diversity in the Executive Tier: A story about Unicorns — startups valued at over \$1 billion AWARDS Faculty of Humanities Dean’s Award for Achievement Making a Difference Award for Social Responsibility — GreatUniHack 2017
2023 BUCHAREST	EXEC-EDU PROJECT MANAGEMENT PROFESSIONAL (PMP) CERTIFICATION PROGRAMME

SELECTED PROFESSIONAL DEVELOPMENT

2026 ONLINE	Information Design for Reports	Edit Gyenge
2024 ONLINE	Impactful Infographics & Data Visuals	Information is Beautiful
2022 BUCHAREST	Brand Design for Advertising	pixellab
2021 ONLINE	Data Visualisation for Editorial Projects	Diana Estefanía Rubio
2018 ONLINE	Design Thinking	Stanford University

SKILLS

PRESENTATION	PowerPoint — advanced: master slide architecture, template systems, animation · Keynote · Google Slides
DESIGN	Figma · Adobe Creative Cloud · Canva
DATA	Tableau · Power BI · Excel
PRACTICE	design systems & brand governance · template architecture · data visualisation · AI-assisted production workflows · project management
LANGUAGES	English (native) · French (beginner) · Spanish (beginner)