

ARMANDO SIMMONS

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214.954.3636

EXPERIENCE

Chief Design Director

Henry Health - Washington, DC - henry-health.com March 2018 - Present

Henry Health is a technology start-up, app and digital platform that provides self-care support and mental health services for black men.

- As an initial investor and part of the founding team, provides strategy on all brand related matters
- Works directly with CEO & COO on developing all funding strategies and investor materials and presentations
- Responsible for overseeing and developing all phases of the company's brand, including brand architecture, brand imagery, digital and social media assets and campaigns

Director of Marketing

Celer Images, Inc. - Fort Worth, Texas - teripix.com March 2014 - Present

Celer Images, Inc. is a technology company that focuses on mobile photo applications. Its app "Teripix" is a digital photography crowd sourcing application that accelerates how organizations capture, store and publish photos.

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Principal/Creative Director

Simmons Design Associates, LLC, Dallas, Texas - sdainteractive.com January 2002 - Present

Simmons Design Associates is a brand consultancy that designs, implements and activates the clients' entire brand experience.

- Is responsible for the firm's philosophy and creative direction
- Has provided strategic branding and implementation services for regional and national clients such as AT&T, Baylor Scott & White Health Care System, the City of Dallas, D/FW International Airport and The Dallas Convention and Visitors Bureau

Designer

Freelancer, Dallas, Texas January 2000 - December 2001

Landor, New York, New York January 1998 - December 1999

The ADS Company, Dallas, Texas January 1992 - December 1997

Sibley Peteet Design, Dallas, Texas July 1991 - December 1991

Briley & Stables Creative, Dallas, Texas January 1990 - June 1991

Adams Graphic Design Group, Dallas, Texas January 1987 - December 1989

ARMANDO SIMMONS

Design Director &
Venture Strategist

EDUCATION

University of Texas at Arlington

Arlington, Texas

Bachelor of Fine Arts in Graphic Communications

Minor in Art History - May 1986 GPA - 2.692

Studied under noted Dallas designer, Jack Summerford

Killeen High School

Killeen, Texas

High School Diploma - May 1982

COMPUTER SKILLS

Proficient in the following computer software platforms

Adobe Creative Suite

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Acrobat Pro

Microsoft Office

Microsoft Word

Microsoft Excel

Microsoft Power Point

Microsoft Outlook

AWARDS

Graphic Design USA

Dallas Society of Visual Communications

How Magazine International Annual of Design

How Magazine Self Promotion Contest

American Corporate Identity

Houston Art Director's Show

PROFESSIONAL AFFILIATIONS

Advisory Board Member

Brookhaven Community College, Visual Communications Department

Dallas, Texas October 2014 - Present

Guest Lecturer

Brookhaven Community College, Visual Communications Department - Dallas, Texas

Texas A&M University Commerce - Dallas, Texas

City of DeSoto - DeSoto, Texas

Design Judge

City of Dallas Trinity River Photo Contest - Dallas, Texas

International Association of Business Communicators Dallas ADDY Awards - Dallas, Texas

Advertising Federation of Greater Baton Rouge Gold Quill Awards - Baton Rouge, Louisiana