Simon Dabkowski

Digital Product Design

Digital Product Design leader with over 24 years of experience in crafting strategic, innovative solutions that drive business growth and client satisfaction across diverse sectors. Expert in digital product strategy, creative direction, and full-stack development, with a proven track record in managing cross-functional teams and optimizing operational costs through cloud migration. Passionate about leveraging extensive expertise to develop cutting-edge digital strategies and spearhead transformative projects.

WORK EXPERIENCE

Founder & Principal
Jul 2022 – Present

BKRXY, LLC, Miami, FL

Drawing on 24+ years in the web space, founded consultancy focused on digital product strategy, design, and development to more deeply service clients across multiple sectors, including Brickell City Centre, Tantimber, Golden Peak Media, MarketGrader, On_Discourse, The Residences at Mandarin Oriental, and Swire Properties, among others.

- Lead digital product strategy and design for clients across diverse sectors, often acting as an in-house extension to impact and evolve existing teams and projects for faster results.
- Strong affinity from previous executive-level colleagues (including several CEOs among client set) shows proven aptitude for cultivating strong, trusting relationships, ensuring repeat business and successful project outcomes.
- Equally as proficient in launching new business models and refining aging products, including prototyping design evolutions and staying nimble as branding evolves and is applied across digital products.

VP, Product Design & Strategy
Jan 2021 – Oct 2022

Adweek, Miami, FL (Remote)

Returned to Adweek to work alongside key C-suite stakeholders (including CEO, CMO and CPO), to lead strategy, prototyping and execution for a series of new, innovative product evolutions at the media giant. Oversaw a variety of vendors in staging paywall and content gateway solutions, managed the product team, established a creative strategy, and developed CMS solutions for our internal marketing and editorial teams.

- Spearheaded an internal transition of migrating AWS hosted product to a managed hosting solution, saving the company 60% in annual costs, sped the platform, and offered more streamlined deployment routines for dev team.
- Led the product team to identify, design, develop and refine advanced CMS solutions for marketing and editorial teams.
- Directed and coordinated with diverse vendors to implement paywall and content gateway solutions, significantly boosting revenue streams.

CONTACT

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SKILLS & LANGUAGES

- User Experience (UX) Design
- User Interface (UI) Design
- Interaction Design
- Prototyping & Wireframing
- Design Systems
- SEO, OpenGraph
- PHP, mySQL
- Semantic HTML5, CSS3
- Vanilla JS, jQuery

PRO TOOLS & PLATFORMS

- Bootstrap, AOS, Glide, Slick JS
- Photoshop, Illustrator, Lightroom
- Final Cut Pro, Motion
- Figma
- Livestream, OBS Studio,
- JWPlayer
- Sublime, Brackets, Panic Coda
- Bizzabo, Swoogo
- Trello, Jira, HubSpot
- White Label Wordpress Dev
- Buddypress, Woocommerce
- Ubiquiti and Unify OS

EDUCATION

CUNY Hunter College
Computer Science
New York, NY — 1998 - 2002

PUBLICATIONS

Livemotion 2: A Beginner's Guide •
Published by McGraw Hill, 2002

- Collaborated with the product and event teams to design and launch an internal podcast hub, successfully bringing 12+ Adweek podcast series to market.

VP, Head of Product   May 2021 – Oct 2021
HeyMama, Miami, FL (Remote)

Manage and lead an offshore dev team (full stack developers, project managers, and QA) with offices in both San Francisco and Ukraine in growing, scaling and maintaining the company's web products. In my role as Product lead, was accountable, decisive, and strategic, collaborating with CEO, co-founders, and the company's Board of Directors in formulating a vision and executing a collaborative strategy.

- Led cross-functional team in building a proprietary CMS and a private, paywalled, subscription-based community platform built with Angular and NESTJS that provides a one of a kind experience for our members to engage, discover, connect, network, support, and grow their professional and personal relationships with other like-minded working moms.
- Directed and oversaw the execution of all creative and interface-based work, both designing and front-end developing the new platform's UI and UX.
- Prototyped and presented future-facing product strategy to key stakeholders, including executive team and the company's board of directors and investors.
- Led the company's privacy, security, and compliance efforts in attaining SOC2 compliance, including all aspects of IT vendor/provider relationship management, including policy and compliance auditing with Contango IT and Vanta.

SVP, Head of Design & Development   Sep 2013 – Dec 2021
Social Media Week / Crowdcentric, New York, NY

Senior leader, full-stack developer and creative director at Social Media Week, a worldwide technology and marketing conference that took place in 30+ cities annually. Developed and designed the conference's complex global platforms, as well as leading all aspects of event & speaker management systems, e-commerce, in-house check-in software for on-site registration, subscription-based video platforms, and user management systems.

- Conceived and designed all creative branding globally, including all websites, digital and print marketing campaigns, as well as onsite at conferences. Served as primary brand and technical liaison for global and local teams.
- Designed, developed and support a complex web platform that powers the entire online conference experience and also serves as a real-time media site for the distribution of editorial content and live and on-demand video subscription services
- (https://socialmediaweek.org)
- Built and serviced micro-sites for all SMW cities across the globe, powered by ecommerce platforms for distributing conference passes
- Designed, developed, as well as executed on all branding collateral for new live-video platform called SMW+ https://smw.plus
- Designed and developed SMW Insider (https://smocialmediaweek.org/insider), a video subscription platform

which provides access to 1000s hours of conference video content to paying subscribers, both live and OnDemand.
- Developed check-in systems for managing attendees onsite during registration and architected hardware/software equipment for printing attendee badge information with QR codes

Co-founder, Web Director   2009 – 2019
hMAG, Hoboken, NJ

Founding partner of hMAG, launched in 2009 as a print lifestyle magazine and a social networking, community-based website for the city of Hoboken, NJ. Designed and developed a web platform with a community of over 8,000 accounts. Was instrumental in conceptualizing and bringing hMAG's experiential platform to life, including the concepting and execution of 3 annual, large-scale music festivals driving 10,000+ attendees, with bands such as The Walkman, School of Seven Bells, and Tokyo Police Club and national and regional sponsors such as Ben & Jerry's, GBX, Prudential Center, and the NJ Devils.

Web Director   2007 – 2013
Tisha Creative, Hoboken, NJ

Led all web-based client work, social media campaigns, digital marketing strategies, and e-marketing campaigns for a boutique design agency based in Hoboken, NJ. Clients included Howard Stern, HBO, US News, Daily News, The City of Hoboken, NY Yankees, Bass Shoes, The Sak, Rescue Ink, Mommies 24/7, and others.

Partner, CTO   2011 – 2012
Hoboken Mommies LLC / Mommies 24/7, Hoboken, NJ

Designed and developed a platform for the launch of Mommies 24/7, an online community for original content and tailored social networking for moms that later became a successful franchise. Along with the founders, quickly scaled membership to prove business model and established a social media presence via custom marketing campaigns. Developed a CMS platform to publish content, manage members, events, articles, group discussions, classifieds, and ads.