

SIMON DUNNE

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simondunnedesign.com

GOAL

Climate change mitigation through people-centric innovation in the built environment. Develop a deep understanding of problems, users and systems to envision sustainable and profitable futures. Build momentum towards those futures with compelling storytelling and diplomacy.

SKILLS

User-centered design; design research; analysis & synthesis; brand strategy; communication; public speaking; collaboration; leadership; product management; project management.

EXPERIENCE

Rancho Escapado, LLC; Owner, Project Manager

Bolinas, CA, 2020-present

Invest in, restore, densify, and manage commercial and residential properties, including an organic farm and a historic multi-family residence.

Smileys Saloon & Hotel; Owner, General Manager

Bolinas, CA, 2017-present

Co-own the oldest saloon in California; relaunched October 2020 with new food service after completely restoring the 1851 building. Managed brand, product, marketing, finance and business strategy (inc. COVID adaptations). Doubled revenue post-renovation to \$1.75M and sold 75% of the business.

Self-employed; Design & Brand Strategist

San Francisco, CA, 2016-2017

Conducted design research, user insight and brand strategy for innovative startups in mobility. For a bike-share tech start-up I managed a re-brand and initial product launch, as well as UX for an associated software product.

Specialized Bicycles; Brand & Product Manager

Morgan Hill, CA 2010-2016

Held diverse product marketing, brand, design and policy roles, linked by their focus on frequently overlooked users. Highlights included: contributing to 20% annual growth in kids, active and electric bikes; leading several global product launches and marketing campaigns; proposing and leading an innovation effort using design thinking methods to address the urban bike market; building and launching an advocacy (CSR) program, including public and private partnership development.

Change Advertising Inc; Account Manager

Vancouver, B.C. 2007- 2009

Helped build a new marketing agency, consulting on sustainability and its connection to brand. Won the business, and led the development of a sustainability strategy for the MolsonCoors exhibit at the 2010 Vancouver Olympics, including specific executions and implementation plan.

Quicksilver Inc; Business Developer

Vancouver, B.C. 2005- 2006

Exceeded aggressive 20% sales targets each season, while managing 200 sportswear accounts across Western Canada.

EDUCATION

IIT Institute of Design

Masters of Design Methods

Chicago, IL, 2023

UWO Ivey School of Business

Honors Business Administration

London, ON, 2004

COURSES & TOOLS

- * LEED Green Associate, *USGBC (2024)*
- * AI Business Strategies & Applications, *Berkeley Hass Executive (2024)*
- * Fiction Writing, *Gotham*
- * SketchUp Fundamentals, *Udemy*
- * Designing Cities, *Coursera (UPenn)*

Proficient with: Adobe Suite; Google Suite; Microsoft Suite; Quickbooks; Miro; Mural; Sketchup.....

OF NOTE

Rotman Design Challenge

2022 Champions

Winning team against 32 top business and design schools from across North America and Europe, addressing airline industry decarbonization.

Bolinas Fire Protection District

Board of Directors

West Marin Aquatics Committee

Leadership Team

Rugby Canada

Men's National Team Member 2004-2005

Wildlife photographer

<https://dunner6.wixsite.com/mysite>

Hold three passports

U.S, Canada, E.U.