

TOM SIMON

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SUMMARY

Multidisciplinary product leader with 15+ years bridging design, engineering, and business to deliver technology-driven systems at scale. Leads and inspires cross-functional teams through concept, manufacturing, and market adoption with a systems mindset that unites creativity, rigor, and commercial impact. Recognized with a Red Dot Design Award and trusted by global brands and design firms including Apple, Google, OpenAI, Gensler, SOM, and Rockwell Group. Builds AI-native infrastructure (Model Context Protocol integrations, agent workflows, and a nested context-management framework) applied to cross-functional product development and operations. Pursuing an Executive MBA at Yale to expand strategic leadership in design-led innovation.

PROFESSIONAL EXPERIENCE

JUNIPER DESIGN GROUP

New York, NY

Director of Design, Product Development & Marketing (2022–Present) *(Marketing leadership added in 2025)*

Senior Product Specialist 2021–2022

Design & Operations Manager 2017–2018

Production Manager & Lead Technical Designer 2016–2017

- Scaled Juniper’s modular lighting platform portfolio to tens of thousands of SKUs and \$10M+ in annual revenue, adopted by global brands including Apple, Google, Microsoft, Marriott, and OpenAI
- Directed cross-functional product development from concept through NRTL certification and launch; managed \$1M+ annual R&D budget and an international team of designers and engineers
- Leveraged in-house electronics design and manufacturing through Juniper’s Armenia facility, overseeing PCBA development, firmware integration, and BLE mesh control platform R&D
- Built operational infrastructure for manufacturing, CAD/PDM, and supply chain systems, reducing costs by more than 50% while increasing throughput and scalability
- Collaborated with leading architecture and design firms (Gensler, SOM, Rockwell Group) to deliver lighting systems for corporate, hospitality, and retail environments

MEDIUM GREEN

New York, NY and Hudson, NY

Co-Founder & Partner

2018–2020

- Co-founded a design and fabrication studio that continues to operate under my former partner.
- Managed complex custom projects for several high-profile artists and architects, overseeing design development, fabrication coordination, construction project management, vendor management, and installation.

LIGHTS UP LIGHTING

Brooklyn, NY

Vice President

2013–2016

Creative Director

2009–2011

- Led product design and manufacturing for a vertically integrated lighting company; oversaw global production, catalog development, and trade show marketing.

EDUCATION

YALE SCHOOL OF MANAGEMENT

New Haven, CT

Executive MBA

2027 (in progress)

NEW YORK SCHOOL OF INTERIOR DESIGN

New York, NY

Master of Professional Studies in Lighting Design

2023

VIRGINIA COMMONWEALTH UNIVERSITY

Richmond, VA

Master of Fine Arts in Sculpture (Graduate Teaching Assistant, Full Scholarship)

2013

UNIVERSITY OF WISCONSIN–MADISON

Madison, WI

Bachelor of Science in Studio Art

2006

ADDITIONAL INFORMATION

NCQLP Lighting Certified (LC) • Member, Illuminating Engineering Society (IES) • Contributor to multiple patents • Conversational Spanish • Mentor to emerging industrial designers • Interests: design, architecture, basketball