| Samantha MatchettInnovative and results-driven UX Designer with a passion for crafting seamless digital experiences that elevate user engagement and drive business objectives. Proven track record in delivering innovative solutions across diverse industries. Committed to staying at the forefront of emerging trends and technologies, I am adept at collaborating cross-functionally to bring visionary ideas to life and exceed organizational goals. | Titusville, Florida**(774) 570 8049****samantha.matchett8@gmail.com****samanthamatchett.com** |
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| UX DESIGN EXPERIENCEHarvard Business Publishing — UX DesignerFeb 2022 - March 2024* Led design efforts across 27 Agile projects spanning diverse sectors, driving user-centric solutions and revenue growth.
* Shaped product direction, enhancing usability and market appeal through innovative feature design and visual overhauls.
* Directed moderated and unmoderated research, extracting actionable insights and presenting to stakeholders regularly.
* Established and optimized design systems, fostering collaboration and consistency across teams.
* Collaborated closely with engineering teams to ensure seamless integration of design solutions.

Debut Group — *Principal UX Designer*Oct 2021 - Feb 2022* Led analysis and strategy sessions with Amgen and PwC for a 46-page HealthTech B2C website.
* Managed daily client presentations and prototype development while overseeing a team of five.
* Directed all website tasks and designed over 400 pages, ensuring consistency and usability.
* Conducted interviews to build and manage the design team effectively.

Sandi’s Cards — *Lead Product Designer*April 2020 - March 2024 (on retainer)* Collaborated with stakeholder clients to define business requirements and develop business strategies.
* Conducted qualitative and quantitative user research, analyzed findings, and communicated insights to clients.
* Crafted UX copy for the entire user experience.
* Established a comprehensive design system.
* Led the development of the full product design, ensuring alignment with stakeholder and business goals.
* Worked closely with clients to implement designs effectively.
* Developed a responsive e-commerce website from concept to launch.

Temple Emanuel Sinai — *Lead Website Consultant*August 2020 - October 2021* Provided website consulting services, guiding clients in making informed decisions about their online presence.
* Analyzed client needs and goals to offer tailored recommendations for website improvement.
* Collaborated closely with clients to address challenges and optimize their website's effectiveness.
* Offered expertise in areas such as design, user experience, content strategy, and technical implementation.
* Assisted clients in making strategic decisions to enhance their website's performance and achieve their business objectives.

Black Stone Valley Shelter — *Lead Product Designer*March 2020 - October 2020* Led product design efforts for a video submission and voting website, aimed at helping shelters receive donations during COVID-19.
* Worked closely with stakeholders to understand their needs and objectives, translating them into user-friendly design solutions.
* Developed the entire user experience from concept to implementation, ensuring ease of use and engagement.
* Created a platform that enabled users to submit videos and vote for their favorite submissions, fostering community engagement and support for shelters.
* Implemented features to streamline the donation process and maximize impact during the pandemic.

Chronically Amazing — *Ux Designer/Web Designer*January 2017 - February 2020* Designed a user-friendly platform for sharing resources on chronic illnesses in a small company setting.
* Collaborated with stakeholders to understand user needs and challenges.
* Led end-to-end product design, incorporating iterative feedback for optimal user experience.
* Developed wireframes, prototypes, and high-fidelity mockups.
* Ensured accessibility standards and collaborated closely with developers.
* Iterated on designs based on user analytics, enhancing engagement and satisfaction.
 | SKILLSUser ResearchWireframing and PrototypingInteraction DesignInformation ArchitectureVisual DesignUsability PrinciplesResponsive DesignUser Persona DevelopmentAccessibilityAdobe Creative SuiteFigmaHTML/CSS KNowledgeEducationWorcester State University4.0 GPA - Bachelor of ArtsMarketing and Communications with an emphasis in Global Studies* Minors in Philosophy and Art

CareerfoundryUX Designer Certificate University of Central Florida Masters of Fine Arts in Themed Experience Design Expected Start Date: Aug. 2024 |