

SAMANTHA MATCHETT

Experience Designer

📞 774-570-8049

✉ samantha.matchett8@gmail.com

🌐 www.samanthamatchett.com

📍 Greater Orlando

CAREER SUMMARY

Experience designer and emerging creative director specializing in immersive environments, spatial storytelling, and live production. MFA candidate in Themed Experience Design with 8+ years leading cross-functional teams across immersive and digital ecosystems. Leads projects from narrative concept through full-scale production, aligning creative direction, stakeholder strategy, and execution to deliver innovative, impactful experiences.

WORK EXPERIENCE

Experience Designer and Project Manager

Orlando Shakespeare Company (Project Hire)

2024-2025

- Led narrative development and environmental design for immersive lobby environments, extending theatrical productions into audience space.
- Project managed concept development through fabrication, installation, and strike under active rehearsal timelines.
- Designed and executed immersive pre-show environments installed for the full run of multiple productions.
- Oversaw spatial sequencing, prop fabrication, and environmental storytelling elements.

Senior User Experience Designer

McGraw Hill Education

2024-Present

- Lead cross-functional teams in translating product vision into scalable experience systems.
- Align executive stakeholders, product strategy, and design execution across enterprise platforms.
- Develop structured experience frameworks supporting engagement across complex enterprise ecosystems.
- Mentor designers and contribute to accessible, enterprise-level design systems.

Creative Director and Experience Strategist

Sandi's Cards (On Retainer)

2020-Present

- Architected subscription-based revenue model driving primary business growth.
- Directed brand strategy, e-commerce experience design, and digital storytelling.
- Recruited and mentored junior UX designer; led creative oversight and stakeholder coordination.
- Managed experiential activations and vendor partnerships.

Principal UX Designer

Debut Group (Project Hire)

2021-2022

- Led creative strategy and execution for large-scale HealthTech platform (400+ pages).
- Managed team of 5 designers, introducing scalable production workflows.
- Facilitated stakeholder workshops aligning business objectives with experience strategy.

○ **UX Designer** - Harvard Business Publishing 2022-2024

○ **Lead Website Consultant** - Temple Emanuel Sinai 2020-2021

○ **Lead Product Designer** - Blackstone Valley Shelter 2020

○ **UX Designer** - MessyCrunchyMomma 2018-2020

○ **Website Designer** - Chronically Amazing 2016-2017

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AWARDS AND INDUSTRY RECOGNITION

Royal Caribbean "Ultimate Thrill" Design Challenge - 1st Place Concept (2025)

- Developed large-scale attraction concept integrating narrative design, feasibility strategy, and guest flow planning.
- Selected as the overall winning concept among 66 teams from 8 universities; presented to Royal Caribbean SVPs.
- Award included \$4,000 cash prize and invitation to the inaugural trade sailing of Star of the Seas, the world's largest cruise ship.

EDUCATION

○ Masters of Fine Arts in Themed Experience Design

University of Central Florida GPA 4.0

Anticipated Graduation Date: May 2027

○ Bachelor of Arts in Marketing and Communication with an Emphasis on Global Studies

Minor in Art

Minor in Philosophy

Worcester State University GPA 4.0

2016

CERTIFICATES

○ **Themed Finishes** - Casto Creative 2025

○ **Web Accessibility** -Deque University

○ **User Experience Design** - Career Foundary

CORE COMPETENCIES

Creative and Experience Leadership

- Narrative Environment Design
- Guest Journey and Emotional Arc Development
- Experience Strategy
- Budgeting and Production Planning
- Cross-Disciplinary Team Leadership

Design and Systems

- Experience Frameworks
- Accessibility and Inclusive Design
- Spatial Sequencing
- Design Systems

Execution and Tools

- Figma
- Adobe Creative Suite
- HTML/CSS (Working Knowledge)
- Procreate
- AI-Assisted Design Workflows

CREATIVE PRACTICE AND LEADERSHIP

- Exhibited photographic work in a juried student gallery exhibition.
- Exhibited photographic work in a public airport gallery installation.
- Junior Olympic & Collegiate Volleyball Athlete.
- Head Coach, Junior Olympic Girls Teams (Ages 12-18).