



samantha.ly

ATLANTA BASED UX DESIGNER & STRATEGIST

Samantha Lee

certified Experience Designer seeking to empower teams with deeper psychology insights, multidisciplinary design thinking, and solution agnostic data-driven UX strategy

Samanthaly.com

[sjlee312](#)

SKILLS

Design product design, enterprise UX design, instructional design

UX wireframing, information architecture, prototyping, usability testing, behavior analysis

UI heuristic evaluation, high fidelity mockups, branding, logos

Tools Sketch, Figma, Adobe Illustrator, Adobe Photoshop, Anima, Framer, XMind, Zeplin, Miro, Sharepoint, Trello

Languages elementary HTML/CSS, elementary JavaScript, NLSC interpreter for Korean & Spanish

e-Certificates

UX Research, Google Analytics, eUX Design, Design Thinking, Digital Sales Analytics

HEALTHCARE
Feb '21 - present
virtual, remote

Product Designer for **Global Healthcare Exchange**

Empowered healthcare providers and suppliers with optimized web, mobile, kiosk, wearable, and customer experiences alongside the best healthcare credentialing & compliance Operations, Development, CX, Marketing, Brand, and Product teams.

- **UX/UI Lead**- leading UX/UI design product enhancements with UX Strategy gusto
- **UX Research**- conducting and synthesizing user interviews, usability testing, cognitive walkthroughs
- **QA Support**- diagnosing Quality Assurance items in preparation for User Acceptance Testing

CONSULTING
Feb '20 - Feb '21
Sandy Springs, GA

UX Strategist, UX Designer for **User Insight**

Empowered cross-functional product teams in healthcare, manufacturers, financial services, and telecommunications with research insights and UX and UI best practices

- **UX/UI Lead**- redesigned a healthcare credentialing web application empowering vendors

EDUCATION
Oct '20 - Sept '21
virtual, remote

Primary Instructional Assistant for **Trilogy Education with GWU**

Enriched UX/UI learning for aspiring design professionals with industry expertise alongside a multidisciplinary instructional team covering UX Advocacy, UX Research Methods, UI fundamentals, Branding, Wearables, AR/VR, Front-end Development, and Web and Mobile Analytics.

- **Lesson Planning**- coordinated on instructional strategy and curriculum delivery to best tailor our an individualized person-centered educational experience per each student's ZPD

FINTECH
Oct '18 - Nov '19
Atlanta, GA

Launch Support Specialist II for **InComm**

Augmented 2 siloed full-time roles to meet increased digital payment integration testing and internal data management needs. Additionally, investigated and implemented enterprise process improvements as impacting eUX and CX. Additionally trained an onboarding intern.

- **eUX Design**- contributed to the redesign of product testing workflow with an internal web application
- **Instructional Design**- spearheaded in-app training curriculum to crowdsource product testing

BRANDING
Nov '17 - Apr '18
Doraville, GA

Marketing Specialist for **American Deli International**

Catalyzed franchise-wide rebranding projects by empowering cross-functional design thinking sessions especially emphasizing the necessity of Social Media Marketing, and POS integrations. Oversaw brand refresh for digital and print deliverables impacting 162 franchise locations across 10 domestic states.

- **UX/CX Research**- rebranded website AmericanDeli.com
- **CX Design**- revamped existing customer service dialogue scripts improving CX

HEALTHCARE
Oct '13 - Nov '17
OKC, OK

Mental Health Worker II for **Saint Anthony's Hospital**

Provided direct inpatient care for inpatient suicidal/homicidal children, adolescents, and adults. Engaged patients in person-centered cognitive-behavioral activities within an interdisciplinary team. Additionally implemented eUX improvement strategies, and spearheaded research instrumental in improving CX and patient care.

- **IVR Design**- improved interdepartmental workflows via IVR menu optimization
- **Research**- provided suicide assessments literature reviews to inform medical record software redesign
- **Instructional Design**- developed therapeutic resources and training manuals for Outcomes Surveys

EDUCATION

UX Design Certificate

program certificate

[The Team W](#)

'20

Psychology candidate

research assistant

[Georgia State University](#)

'10 - '12

Bilingual Education B.S.

website capstone project

[Boston University](#)

'06 - '09

Linguistics candidate

language acquisition study

[Boston University](#)

'05 - '09

Illustration

branding focus

[GCPS](#)

'04



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e-Certificates

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HEALTHCARE
Feb '21 - present
virtual, remote

regarding role as Product Designer for **Global Healthcare Exchange**

"Samantha has been a great fit for the Product Designer's role at GHX. Her creative design experience coupled with her thoughtful recommendations made Sam a key contributor during Vendormate's recent product launch of the new vendor & visitor management system kiosk. Her ability to work cross functionally within the business unit was extremely valuable in soliciting a comprehensive and holistic customer perspective for our newest product offering. Sam is a critical thinker, proactive problem solver, and valued member of GHX/Vendormate." — Director of Operations

EDUCATION
Oct '20 - Sept '21
virtual, remote

regarding role as Instructional Assistant for **Trilogy Education with GWU**

"Samantha's energy and enthusiasm are absolutely contagious. During her tenure as the Instructional Assistant for my UX/UI Boot Camp at The George Washington University, Samantha was always quick to help with difficult questions and scenarios with knowledge, grace, and unparalleled enthusiasm. Her empathy is second to none, as she is always able to envision the problems from her students' perspectives. She offers thoughtful insights and presents out of the box solutions, making her students consider the larger picture. She created an environment that made her students want to be more, do more, and learn more — and she always did so with a smile. She definitely made my experience more personalized than I could have imagined it." — Art Director, Aspiring UX/UI Designer

CONSULTING
Feb '20 - Feb '21
Sandy Springs, GA

regarding role as UX Strategist, UX Designer for **User Insight**

"Samantha is very creative, thoughtful and detail orientated in anything she touches. I really enjoyed working and collaborating with her at User Insight. I was in awe of some of the creative ideas and solutions that she would come up with on some very challenging projects. She would make a great addition to any research or design team." — UXR & UXD Project Manager

EDUCATION
Oct '20 - Sept '21
virtual, remote

regarding role as Instructional Assistant for **Trilogy Education with GWU**

"Sam was a TA for my cohort when I was a student at George Washington University. She has been an invaluable mentor on my UX journey. She is extremely knowledgeable about the industry and is always up-to-date on the latest data-backed design trends. Her peer review comments and passion for sharing knowledge with others took our team's critical thinking abilities to the next level." — Junior UX/UI Designer

FINTECH
Oct '18 - Nov '19
Atlanta, GA

regarding role as Launch Support Specialist II for **InComm**

"I have had the pleasure of working with Samantha for the past year. Samantha has a very proactive, "go-getter" type of attitude that has proved to be pivotal in working with one of our largest clients. She is very thorough in her work and doesn't leave a leaf unturned. Samantha possesses all the traits of success. Aside from being proactive and thorough, Samantha has a positive attitude, and always bring smiles to others. Samantha would an asset to any company she is with, and they would be quite lucky to have her on their team." — Senior Implementation Manager

HEALTHCARE
Oct '13 - Nov '17
OKC, OK

regarding role as Mental Health Worker II for **St. Anthony's Hospital**

coming soon

EDUCATION

UX Design Certificate	program certificate	<u>The Team W</u>	'20
Psychology candidate	research assistant	<u>Georgia State University</u>	'10 - '12
Bilingual Education B.S.	website capstone project	<u>Boston University</u>	'06 - '09
Linguistics candidate	language acquisition study	<u>Boston University</u>	'05 - '09
Illustration	branding focus	<u>GCPS</u>	'04