



# samantha.ly

ATLANTA BASED UX DESIGNER & STRATEGIST

## Samantha Jean Lee (Vy)

certified Experience Designer seeking to empower teams with deeper psychology insights, mixed-methods research, and solution agnostic data-driven UX strategy

[Samanthaly.com](http://Samanthaly.com)

[samantha1yUX@gmail.com](mailto:samantha1yUX@gmail.com)

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678-304-7796

## SKILLS

**Design** product design, enterprise UX design, instructional design

**UX** Journey maps, affinity diagrams, persona work, wireframing, prototyping, literature reviews, field observation, guerilla testing, usability testing

**UI** Heuristic audits, high fidelity mockups, branding

**Tools** Sketch, Figma, Anima, Zeplin, Miro, XMind, Adobe Illustrator, Adobe Photoshop, Adobe InDesign

**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's Vendormate

Empowering healthcare providers and suppliers with web, mobile, kiosk (Medtech 2022), and wearable app experiences alongside the best healthcare credentialing Development, CX/Ops, Marketing/Brand, Implementation, Education, & Product teams.

- UX & UI Design- leading UX/UI design efforts for all BU products (Angular and Ionic frameworks)
- UXR Lead- conducting and synthesizing findings from interviews, testing, and cognitive walkthroughs
- Graphic Design- designing decals, posters, print graphics, videos supporting launches & sales demos
- QA Support- consistently supporting QA testing & efforts every 2-week sprint

### CONSULTING

Feb '20 - Feb '21  
Sandy Springs, GA

#### UX Strategist, UX Design Lead for User Insight

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

- UX/UI Design Lead- redesigned a healthcare credentialing web application empowering vendor reps

### EDUCATION

Oct '20 - present  
virtual, remote

#### Primary Instructor/Professor for edX with 2U at GWU

Enriching UX/UI learning for aspiring design professionals through hands-on activities 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 zone of proximal development

### FINTECH

Oct '18 - Nov '19  
Atlanta, GA

#### Product Tester, 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 cross-functional enterprise process improvements as impacting eUX and CX. Additionally trained role replacement onboarding intern.

- eUX Design- coordinated product testing workflow automation by designing an internal web application
- Instructional Design- spearheaded in-app training to crowdsource product testing and requisite data pulls

### BRANDING

Nov '17 - Apr '18  
Doraville, GA

#### Branding Specialist, UX Strategist 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.

- UXS, CX Research- rebranded website AmericanDeli.com
- CX Design- revamped existing customer service dialogue scripts improving CX journeys & touchpoints

### HEALTHCARE

Sept '13 - Nov '17  
OKC, OK

#### Mental Health Worker II for St. Anthony's Hospital

Provided direct inpatient care for inpatient 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 CBT therapeutic resources, TX Outcomes Survey Manuals, and graphics
- Talent Management- onboarded and trained externs and volunteers

### EDUCATION

<b>UX Design Certificate</b>	program certificate	<a href="#">The Team W</a>	'20
<b>Clinical Neuropsych/ABA</b>	Ph.D. candidate, researcher	<a href="#">TCSP, GSU</a>	'10 - '14
<b>Bilingual Education B.S.</b>	FE site as capstone project	<a href="#">Boston University</a>	'05 - '09
<b>Linguistics B.A. (dual major)</b>	language acquisition studies	<a href="#">Boston University</a>	'06 - '09
<b>Spanish Literature (minor)</b>	linguistics, composition focus	<a href="#">Boston University</a>	'06 - '09
<b>Illustration Practicum</b>	product branding focus	<a href="#">GCPS</a>	'03 - '04



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## ASPIRATIONS

Jan '23 - Jan '28  
virtual, remote

## Senior Experience Designer/Strategist for **TBD!**

Catalyzing high visibility projects and/or complex problem-framing by empowering users and teams alike with my utmost UX strategy gusto

- **UX Design**- engaging in in-depth discovery via mixed methods exploratory research and multidisciplinary macrosystem trend analyses
- **UX Research**- engaging in in-depth literature reviews, SME consultations, multidisciplinary conference attendance, conducting and synthesizing user interviews, usability testing, cognitive walkthroughs as needed
- **Talent Development**- training our in-house dream team of designers while evangelizing partnering teams towards innovative cross-functional collaborative ideation methods

## STRENGTHS

Jan '98 - present  
internationally

*My contribution to a dream team entails the following:*

1. **Multidisciplinary, cross-functional investigative research and design methodology**—requisite in leveraging cross-functional expertise to best frame complex problems yielding trendsetting transformative solutions.
2. **Employee Engagement Ambassador:** Every Industrial/Organizational employee empowerment passion project I have dove into speaks to my incomparable zeal for Employee Experience (EX). I cannot count the many ways I've teed up EX projects as Customer Experience (CX) and Service Design stratagem. As our best solutions result from deep collaboration, I dream in employee engagement implementations on and off the clock. Please check out the [user stories I paint](#) as an ode to the illustrious fabric of colorful personalities that comprise our America.
3. **Impactful Multicultural Sensitivity & Neurodiversity Advocacy:** Though most attribute my UX impact to my insatiable curiosity and tenacious optimism, I attribute my innovative approach to globetrotting alongside multidisciplinary teams to deliver tailored community-empowering, best contributions possible against a myriad time and budget constraints since youth. Among these teams were some of the most inspired multicultural and dedicated multigenerational anthropologists, engineers, educators, builders, leaders, poets, artists, musicians and clergy!
4. **Product Design Zeal:** The crowning title, product designer, is one that encompasses the agility to pole-vault through Managerial Prowess, Talent Empowerment/Development, Customer Experience (CX), Service Design (SD), Employee Experience (EX), enterprise UX (eUX), Instructional Design (LD/ID), Multidisciplinary Research Methods, Qualitative and Quantitative Behavioral Analysis, Branding Expertise, Market Trends Analysis discovery and Trailblazing Product/Solution Ideation with gusto.
5. **Compassion-driven Design Methodology:** a truly sustainable designer is one for whom compassion and self-care fuel each other as one in the same. I aspire to be this such designer regularly—as truly valuable design is but an expression of **authentic human compassion** in a desert of sales pitches—by “*ceaselessly musing, venturing, throwing, seeking, [iterating]...*” across a multiplicity of subject matters “*till that gossamer thread you fling catch somewhere, O my soul*” (Whitman 1868).

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## 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

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**HEALTHCARE**  
Feb '21 - present  
*virtual, remote*

## RECENT RAVES | FROM CLIENTS & TEAMS

### 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 ([GHX Vendormate](#))

**EDUCATION**  
Oct '20 - present  
*virtual, remote*

### regarding role as Instructional Specialist 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, Senior UX/UI Designer ([DDI](#))

**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 oriented 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." — Senior UXR Project Manager ([AnswerLab](#))

**EDUCATION**  
Oct '20 - Sept '21  
*virtual, remote*

### regarding role as Primary Instructional Assistant for 2U 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 Product Designer ([Bloomberg Industry Group](#))

**FINTECH**  
Oct '18 - Nov '19  
Atlanta, GA

### regarding role as Product Tester, 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 ([Incomm](#))

**HEALTHCARE**  
Sept '13 - Nov '17  
OKC, OK

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

*\*coming soon\**

### EDUCATION

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