



# samantha.ly

ATLANTA BASED UX DESIGNER & STRATEGIST

## Samantha Lee

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

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[sjlee312](#)

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## SKILLS

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

**UX** Journey maps, affinity diagrams, persona work, wireframing, prototyping, UX writing, 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**

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

- **UX & UI Design**- leading UX/UI design efforts for products (Angular and Ionic frameworks)
- **UX Research**- conducting and synthesizing findings from interviews, testing, and cognitive walkthroughs
- **Graphic Design**- designing decals, posters, and print graphics supporting products
- **QA Support**- supporting QA analysis and efforts

**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 - present  
virtual, remote

### Instructional Specialist for **Trilogy Education Services at GWU**

Enriched 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 ZPD

**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 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/Branding 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 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, Outcomes Surveys manuals, and graphics

### EDUCATION

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