



# samantha.ly

ATLANTA BASED UX DESIGNER & STRATEGIST

## Samantha Jean Lee

Certified Designer & Strategist seeking to empower teams with user insights and compassion driven solution agnostic data-driven UX strategy

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## SKILLS

### UX/Design

Product design, enterprise UX design, instructional design, visual design, persona work, UX writing

### UXS/UXR

Journey maps, affinity diagrams, mind maps, asymmetric clustering matrices, literature reviews, field observations, guerilla testing, usability testing

### UI

Heuristic audits, high-fidelity mockups, prototyping, rapid prototyping, QA, branding

### Tools

Sketch, Figma, Anima, Zeplin, Jira, Miro, XMind, Adobe Premiere Pro, Illustrator, Photoshop, InDesign

### Languages

Basic HTML/CSS & JavaScript, NLSC interpreter for Korean & Spanish

## e-Certificates

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

### CONSULTING

Jan '24 - present  
Feb '20 - Feb '21  
Sandy Springs, GA

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

Collaborated with UX Researchers to empower healthcare, financial services, and telecommunications product teams with impactful findings and best practices.

- Redesigned B2B SaaS **Health Record** and **Healthcare Credentialing web applications** with scalable, cohesive design systems improving usability and NPS by 46%.
- Synthesized user insights from user interviews impacting designs across the product life cycle.

### EDUCATION

Oct '20 - present  
virtual, remote

#### UX/UI Instructor, Instructional Specialist for **edX with 2U**

Taught and mentored aspiring designers Design-Thinking processes, UX/UI design, UX advocacy, Visual Design, Branding, UX Research methods, Front-end Development, and Web and Mobile Analytics.

- Tailored topics, live demonstrations, and hands-on training to individualized learning styles.
- Ensured 85% graduation rates with ongoing mentorship and one-on-one tutoring sessions.

### HEALTHCARE

Feb '21 - Feb '23  
virtual, remote

#### Product Designer for **Global Healthcare Exchange's Vendormate**

Led designs for B2B SaaS dashboards streamlining complex data analytics, and B2C web, mobile, self-service **kiosk (Medtech 2022)**, and wearable app experiences simplifying supplier and visitor ingress management.

- Led end-to-end design efforts for product features within Agile and CI/CD environments.
- Validated design assumptions by conducting guerilla testing, user interviews, and cognitive walkthroughs.
- Molded the brand identity with refreshed print and digital media supporting product launches & demos.
- Supported QA efforts to ensure quality implementation as envisioned, but also improved for user satisfaction.

### FINTECH

Oct '18 - Nov '19  
Atlanta, GA

#### Product Tester, Launch Support Specialist II for **InComm**

Augmented siloed roles to meet a 25% increase in POS integration testing requests for Big Box retailers. Led design-thinking workshops discovery efforts for cross-functional enterprise process optimization impacting eUX workflows and CX. Cross-trained with branding and marketing teams.

- Coordinated product testing workflow automation efforts from conception to prototypes and led design thinking workshops and validating designs through wireframes.
- Implemented process improvements directly improving eUX workflows and CX by 75%
- Spearheaded in-app training to crowdsource product testing and requisite data pulls.
- Trained and onboarded an intern.

### BRANDING

Nov '17 - Apr '18  
Doraville, GA

#### Branding Specialist, UX Strategist for **American Deli International**

Catalyzed franchise-wide rebranding projects emphasizing the necessity of Social Media Marketing and POS integrations impacting 162 franchise locations across 10 domestic states.

- Rebranded the website **AmericanDeli.com** based on Google analytics CX research findings.
- Spearheaded the brand refresh for digital and print deliverables driving brand compliance across franchises
- Improved the customer journey by streamlining CX scripts & 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 within a JACHO compliant milieu of 180 beds. Led person-centered cognitive-behavioral activities. Additionally implemented eUX improvement strategies and spearheaded CX research instrumental in improving customer satisfaction and patient care.

- Spearheaded the IVR menu optimization improving communication channels and workflows by 40%.
- Compiled suicide assessment literature reviews to inform the redesign of medical health record software.
- Designed graphics and content for CBT therapeutic resources, TX Outcomes Survey Manuals, and print.
- Secured funding by documenting parent education and activities.

### EDUCATION

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