

Summary

Versatile Designer with a foundation in behavioral analytics and research-reliant design strategy. Known for a compassion-driven approach to solve complex problems and crafting accessible, user-centered digital experiences. Skilled in mixed-methods UX research, usability testing, journey mapping, and data synthesis, with a keen ability to identify user pain points and translate insights into elegant, impactful design solutions. Eager to grow within a cross-functional team as a designer supporting visual asset creation and research efforts.

Skills & Tools

- **DESIGN:** Product Design, UX Design, Journey Maps, Affinity Diagramming, Mind Mapping, Wireframing, Prototyping, UX Writing, 508 Compliance, QA support, Video Editing, Basic HTML/CSS & JavaScript
- **RESEARCH:** User Interviews, Heuristic Evaluation, Cognitive Walkthroughs, Usability Testing, Tree Testing, Data Synthesis, Contextual Inquiry, Cognitive Walkthroughs, Survey Design, Literature Reviews, Field Observations, Guerilla Testing
- **TOOLS:** Figma (several Ai plugins), Sketch, Content Management Systems (Wix, basic WordPress), Canva, basic Amazon Lex, Jira, Confluence, GitHub, Maze.io, Useberry, Google Analytics, Adobe Analytics, XMind, Wix, FigJam, Miro, Adobe Creative Suite, Slack

Work History

UX Designer

Upwork | *freelance, remote*

03/2025 to present

Freelance designer supporting various teams and clients with UX/UI design, design system maintenance, and visual design needs.

UX/Product Designer

SparkSoft Corporation, Maryland | *full-time in-house, remote*

05/2024 to 12/2024

Design consultant championing human-centered design processes and design system best-practices for the Centers for Medicare & Medicaid Services (CMS).

- Synthesized user research data to identify user pain points impacting user engagement.
- Conducted user interviews and stakeholder interviews to identify novel feature opportunities, value-add functionality solutions informed by user needs.
- Informed backlog prioritization with web analytics data and usability audit findings.
- Conducted usability audits to inform design system library consolidation and optimization efforts including accessibility concerns.
- Led componentization efforts converting high-fidelity Axure RP prototypes to Figma.

UX/UI Designer, Strategist

User Insight, Georgia | *freelance contractor, remote*

02/2023 to 07/2024

Data-reliant freelance consultant for healthcare, public health, financial technology, and telecommunications verticals on market differentiating, user-centered product strategies for iOS and Android mobile and desktop products.

- Led heuristic evaluations and usability audits to shape key flows and mid-fidelity design recommendations.
- Supported Senior UX Researchers during qualitative research sessions, and UX Interview scripts refinement.
- Synthesized user assessment and user interview data into actionable user insights.
- Created detailed UI Design update visuals, Mind Maps, UX audit reports, and UX research reports.

UX/UI Design Instructor

edX at George Washington University | *part-time, remote*

3/2023 to 4/2024

Part-time UX/UI Design substitute Instructor educating aspiring designers on cutting edge Lean UX Design, Design-Thinking processes, UX/UI Design, Information Architecture, UX Advocacy, Visual Design, Branding, UX Research Methodologies, Front-end Development, and Web/Mobile Analytics.

- Taught design fundamentals incorporating live design tool demonstrations and workshops to various individualized learning styles.
- Mentored students through design sessions elevating graphics and visual design work aligning with on-brand content.

- Monitored student satisfaction survey data to tailor course pace and educational materials, but also meet student learning outcomes.

UX/Product Designer

Global Healthcare Exchange, Georgia | *full-time in-house, remote*

2/2021 to 2/2023

samanthaly.com/redesign

Sole Designer for GHX's credentialing and compliance vertical responsible for 25% of the brand's revenue molding a consistent brand identity and content strategy with refreshed visual designs and graphics for print, digital, instructional, and video media to support product launches & demonstrations for Corporate Brand, Marketing, Sales, Account Management teams.

- Optimized B2B SaaS compliance and credentialing web applications within Agile and CICD SCRUM teams.
- Launched a self-service thermal-sensing self-service kiosk (Medtech2022 award winner) solving for visitor management during the COVID-19 pandemic.
- Identified usability issues for key task flows via cognitive walk-throughs.
- Validated design assumptions by conducting on-site guerrilla testing, usability testing.
- Supported design system library componentization and consolidation efforts in Figma.
- Supported UAT and QA efforts by contributing testing scenarios and user stories to ensure quality implementation.

Primary UX/UI Design Instructional Specialist

edX at George Washington University | *part-time, remote*

10/2020 to 3/2024

Part-time UX/UI Design teaching assistant facilitating the education of aspiring designers on cutting edge Lean UX Design, Design-Thinking processes, UX/UI Design, Information Architecture, UX Advocacy, Visual Design, Branding, UX Research Methodologies, Front-end Development, and Web/Mobile Analytics.

- Supplemented tailored curricular topics, live design tool demonstrations (Figma, InVision, Adobe XD, Webflow), and workshops to ongoing individualized zones of proximal development levels and learning styles.
- Promoted a positive learning environment conducive to imaginative design thinking and user-inspired innovative solutions.
- Monitored student satisfaction survey data to tailor course pace and educational materials, but also meet student learning outcomes.
- Provided hands-on, one-on-one demonstrations and tutoring after hours.

UX/UI Design Lead, Associate UX Researcher

User Insight, Georgia | *full-time in-house, remote*

2/2020 to 2/2021

In-house data-reliant User Experience Design consultant for healthcare, financial services, manufacturing, and telecommunications verticals on market differentiating, user-centered product strategies for iOS and Android mobile, tablet, desktop, telephonic, and hardware solutions.

- Led heuristic evaluations and usability audits to shape key flows and mid-fidelity design recommendations.
- Synthesized user assessment and user interview data into actionable user insights.
- Created detailed UI Design update visuals, Mind Maps, UX audit reports, and UX research reports.
- Led the redesign of SaaS Electronic Health Record (EHR/EMR) web applications.

Product Implementation Tester

Interactive Communications, Georgia | *full-time in-house, on-site*

10/2018 to 11/2019

DEV/PROD Product Implementation Tester & Data Library Manager transitioning to incorporate user-centered design processes impacting swifter launch deliveries by implementing departmental workflow efficiency and process improvements.

- Coordinated design-thinking workshops and discovery efforts for cross-functional enterprise process optimization impacting internal cross-functional workflows.
- Created workflow diagrams to facilitate ongoing design discussions.
- Created and tested wireframes to inform final iterations.
- Cross-trained with Brand and Marketing teams on visual design & style guide governance.

Branding Specialist, Associate UX Strategist

American Deli International, Georgia | *full-time in-house, on-site*

11/2017 to 4/2018

samanthaly.com/rebranding-web

User-Centered brand advocate updating brand visuals and overseeing brand compliance impacting 162+ Quick Service Restaurant (QSR) franchise locations across 11 domestic states.

- Catalyzed franchise-wide initiatives through cross-functional design thinking sessions such as the adoption of Social Media Content Strategy, Social Media Marketing, cloud Sales Reporting, dedicated Marketing Strategy, and POS integrations.

- Coordinated the website redesign of AmericanDeli.com in WordPress informing design decisions based on Customer Experience Research, Competitive Analyses, and Web Analytics.
- Delivered marketing and social media content with user-centered UX writing improving hyperlocal engagement.
- Coordinated the optimization of corporate phone menu trees (IVR) and customer service dialogue scripts improving Customer Experience.
- Oversaw the brand refresh for photography, external signage, window clings, other print, promotional marketing, and packaging deliverables.

Mental Health Worker, Associate Service Designer

St. Anthony's Hospital, Oklahoma | *full-time in-house, on-site*

9/2013 to 11/2017

samanthaly.com/ivr

Person-centered direct mental health therapy provider transitioned to Service Design and Research projects implementing customer-centered data-reliant patient journey experiences, and internal process improvements.

- Implemented eUX improvement strategies by delivering CX Research findings instrumental in improving customer satisfaction ratings, quality patient care, budget allowances, interdepartmental workflows & policies, and patient journeys.
- Gathered customer experience feedback to identify key pain points.
- Optimized internal workflows by optimizing the customer-facing Interactive Voice Response (IVR) menu.
- Designed signage, forms, and other miscellaneous print materials improving inpatient regulation compliance, customer wayfinding and interdepartmental workflows.
- Designed graphic and instructional content for CBT therapeutic curriculum, Treatment Outcomes Surveys, Treatment Outcomes Survey Training Manuals.
- Secured grant funding by creating, data visualizations and documenting parent education activities improving both patient engagement and recovery outcomes.

Education

Chicago School of Professional Psychology, virtual | Ph.D., Clinical Neuropsychology, 05/2015 (*Paused*)

- Program Certificate
- Brain Research

Georgia State University, Atlanta, GA | Psychology B.A., 05/2012 (*neurolinguistics and neuropsychology focus*)

Boston University, Boston, MA | dual major in Bilingual Education B.S., Linguistics B.A., 10/2009 (*language acquisition focus*)

- Minor in Spanish Language & Literature
- Minor in Korean Language & Literature
- Website as capstone project

GCPS, Atlanta metro, GA | Graphic Design Training, 06/2005 (*branding focus*)

Certifications

- SAFe 6.0 Agile Certification
- Six Sigma Certification
- Adobe Analytics Certification
- Google Analytics Certification
- UX Design Certification
- Enterprise UX Certification
- Graphic Design Certification

Awards

- One of Ten Most Influential Women Artists, Art HERstory, 2024
- Innovation Award, Global Health Exchange, 2023
- MedTech Breakthrough Award in Compliance Management Award, Global Health Exchange, 2022
- Quarterly Townhall Recognition Award, Global Health Exchange, 2022
- Team Cheerleader Award, TM Pro Consulting, 2017