

Summary

Behavioral Product Designer & Strategist with expertise in CXR/UXR, customer experience, and human-centered innovation. Leverages behavioral psychology, semiotics, systems thinking, and research-driven design to create intuitive products, scalable design systems, and high-impact customer experiences across mobile, web, e-commerce, and enterprise platforms. Translates complex human behavior into strategic product decisions that drive adoption, trust, loyalty, and business growth.

Skills & Tools

- **DESIGN:** Product Design, Enterprise UX Design, Design System Development, Design System Maintenance, Design System Optimization, Data Visualization, Personas, Journey Maps, Affinity Diagramming, Mind Mapping, Symmetric Clustering Matrices, High-Fidelity Mockups, Prototyping, Rapid Prototyping, Wireframing, 508 Compliance, WCAG Adherence, Content Strategy, Branding, Visual Design, Instructional Design, Industrial Design, Curriculum Design, UX Writing, QA, Video Editing, 3D Design, HTML/CSS, Design Training, Basic HTML/CSS & JavaScript
- **RESEARCH:** Mixed Methodology (*qualitative & quantitative*), Customer Experience Research, User Interviews, Heuristic Evaluation, Usability Testing, Card Sorting, Tree Testing, Data Synthesis, A/B Testing, Contextual Inquiry, Cognitive Walkthroughs, Survey Design, Focus Groups, Literature Reviews, Field Observations, Guerilla Testing, NLSC interpreter for Korean and Spanish, rudimentary mastery of 5 additional languages
- **TOOLS:** Figma (several Ai plugins), Sketch, Axure RP 10, AWS, Amazon Lex (AI chat builder), Jira, Confluence, GitHub, Maze.io, Useberry, Google Analytics, Adobe Analytics, Firebase, JasperSoft, Microsoft Power BI, WebFlow, Adobe Experience Manager, WordPress, Wix, FigJam, Miro, XMind; Adobe's Illustrator, Photoshop, InDesign, DreamWeaver, XD, Premiere Pro; Spline (3D design tool) Anima, Zeplin, Canva, Microsoft 365 product suite

Work History

UX/Product Designer

Blue Whale Apps, Virginia | *project-based, contractor*

04/2026 to present

Sole designer delivering net new market-differentiating, habit-forming, user-friendly native mobile app, web application, and website experiences built in Flutter & WordPress with thoughtful flows, empty states, and polished visuals to establish brand credibility and fast-track onboarding through user helpfulness and mindfully wordsmithed UX writing tailored to ideal target market segments for customers seeking meal prep and event hosting solutions through personal home cook and event catering dining services.

- Delivering detailed Personas & Customer Journey Maps based on User Research, Market Trends analysis, Product-Market Fit analysis, Competitor Research to empower brands to capitalize on all opportunities, and define long-term, high-converting Product Strategies with.
- Defining brand visual positioning, personality, and creative identity directions.
- Creating typography, color, iconography, brand voice & tone, and visual language systems, photography and illustration guidelines with respective comprehensive brand guidelines and documentation for smooth development and third party social media marketing vendor design hand-offs.

Designing fresh complex political campaign canvassing management features, flows, and functionality for the admin web application (in Flutter) and its companion canvassing iPad app and learnable UI to match based on best practices for a high churn user-base.

- Design priorities: learnability, mental model matching, clarity, user control/freedom, & minimalism to maximally decrease cognitive & physical load.
- Oversaw Design System Language optimization & design pattern componentization efforts.

UX/Product Designer

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

05/2024 to 12/2024

Human-Centered Design consultant for the Centers for Medicare & Medicaid Services (CMS)'s Single Sign-On (SSO) authentication scheme, Amazon Lex Ai chat bot lexical efficacy, and product hub used by 150+ CMS clients including providers, epidemiologists, vendors, Medicare & Medicaid clients, and more.

- Delivered pivotal user insights and UX/UI optimization recommendations focusing on desktop and web application interactions using XMind to mindmap, and Figma for design thinking sessions and high-fidelity prototyping.

- Identified and elaborately documented exhaustive, 508 Compliant Design System Language (DSL) optimization opportunities via usability audits including UX impact severity ratings, user interviews, surveys, and web analytics data towards truly scalable, but also modernized, elegant components consistent with its DSL, but also towards alignment with CMS's parent DSL and Brand Tone & Voice guide.
- Led design system library migration, consolidation, and componentization efforts in Figma.
- Conducted user interviews to extract pivotal, unprecedented user insights informing a phased product optimization strategy, novel feature opportunities, value-add functionality solutions, and increased user engagement.
- Mentored a Junior Designer, and took on their duties after her career transition.
- Promoted to Team Lead within 2.5 months by internal leadership's & client's request for earning a 7+ year extension on a 1 year contract.

UX/UI Designer, Strategist

User Insight, Georgia | *freelance contractor*

02/2023 to 07/2024

Data-reliant User Experience Design and Research freelance consultant informing healthcare, public health, financial services, manufacturing, and telecommunications verticals on market differentiating, user-centered product strategies for iOS and Android mobile, tablet, desktop, telephonic, and hardware solutions.

- Delivered brand distinguishing UX/UI, visual, and content design work, using Figma and the Adobe Creative Suite, refined by synthesizing in-depth user interviews, A/B testing, and usability tests.
- Delivered pivotal user insights quantifying the qualitative and industry standard best practice UX & UI recommendations in Figma, Axure RP, and Sketch to facilitate design thinking sessions and high-fidelity prototyping.
- Synthesized and presented actionable user insights, from user interviews using XMind to mindmap, impacting designs across the brand and its product life cycles.

UX/UI Design Instructor

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

3/2023 to 4/2024

Part-time primary UX/UI Design Instructional Specialist promoted to UX/UI Design 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.

- Tailored curricular topics, live design tool demonstrations (Figma, InVision, Adobe XD, Webflow), and workshops to ongoing individualized zones of proximal development (ZPD) levels and learning styles.
- Promoted a positive learning environment conducive to imaginative design thinking and user-inspired innovative solutions.
- Demonstrated effective design working session facilitation elevating UX/UI design work aligning with brand identity.
- Demonstrated basic HTML/CSS coding skills and managing GitHub repositories.
- Mentored students through design sessions elevating graphics and visual design work aligning with on-brand content.
- Ensured 96% graduation rates with ongoing mentoring and after hours tutoring sessions.

UX/Product Designer

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

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 using Adobe InDesign, Premiere Pro, and Illustrator to support product launches & demonstrations for Corporate Brand, Marketing, Sales, Account Management teams.

- Led design system library componentization and consolidation efforts in Figma.
- Led designs for B2B SaaS compliance and credentialing web applications for healthcare suppliers and vendors informed by streamlining and cross-referencing complex data analytics from internal cross-functional data sources within Agile and CICD SCRUM teams totaling development pods of 75+ developers, package designers, UX Research vendors, as well as industrial engineers.
- Designed and optimized B2C web applications, native mobile applications, self-service thermal-sensing self-service kiosk (Medtech2022 award winner), and wearable application touchpoints to ease healthcare provider ingestion management workflows including on-site visitor credentialing & compliance, security, COVID19 contract tracing, and visitor management using Figma.
- Led design thinking sessions with engineers, off-shore developers, product management, and leadership.
- Conducted user interviews to refine product strategy pivotal in defining net new products and features exceeding user needs.
- Utilized data-driven design approaches to create compelling solutions that catered to diverse user needs across many user groups.
- Validated design assumptions by conducting on-site guerrilla testing, user interviews, and cognitive walk-throughs.
- Supported UAT and QA efforts ensuring quality implementation.

- Mentored Junior Designers on data-reliant design and on-brand deliverables.

Primary UX/UI Design Instructional Specialist

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

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 (ZPD) levels and learning styles.
- Promoted a positive learning environment conducive to imaginative design thinking and user-inspired innovative solutions.
- Provided hands-on, one-on-one demonstrations and tutoring after hours.
- Mentored students through design sessions elevating graphics and visual design work aligning with on-brand content.

UX/UI Design Lead, Associate UX Researcher

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

2/2020 to 2/2021

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

- Delivered brand distinguishing elegant UX/UI design work driving business goals, using Figma and the Adobe Creative Suite tools refined by synthesizing A/B testing, in-depth user interviews, and unmoderated survey data.
- Led the redesign of SaaS Electronic Health Record (EHR/EMR) web application design systems, and a Healthcare Vendor Credentialing web application with strategic component optimization towards scalable, cohesive design systems improving usability by a 35% increase in Customer Satisfaction Score (CSAT), and 46% improvement in Net Promoter Scores (NPS).
- Delivered pivotal user insights quantifying the qualitative and industry standard best practice UX & UI recommendations in Figma, Axure RP, and Sketch to facilitate design thinking sessions and high-fidelity prototyping.
- Synthesized and presented actionable user insights from user interviews using XMind to mindmap, impacting designs across the product life cycle.

Associate UX Designer, Product Integration Tester

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

10/2018 to 11/2019

samanthaly.com/eux

DEV/PROD Product Integration Tester & Data Library Manager transitioning to UX Design projects within 6 months of passion projects impacting swifter launch deliveries by implementing departmental workflow efficiency and process improvements.

- Augmented DEV & PROD point-of-sale (POS) configuration and implementation testing of Stored Value Cards (SVC) (encoded on both magnetic stripe, barcodes, and embedded microchips) to meet a 25% increase in for major financial technology, telecommunications, gaming, restaurant, hospitality, and fashion brands partnered with Big Box retailers such as Target, Sam's Club and Walmart.
- Led design-thinking workshops discovery efforts for cross-functional enterprise process optimization, using Visio, impacting internal cross-functional procedures & workflows (Employee Experience (EX)) but also CX (Customer Experience).
- Coordinated product testing workflow automation efforts: concept to prototypes and led design thinking workshops and validating designs through wireframes.
- Implemented process improvements and data management efficiency solutions in SQL directly improving workflows decreasing significant product launch delays costly in expedited shipping and package design reprints.
- Spearheaded the design for a mobile application solution designed with PowerBI to crowdsource product testing to increase testing sites from a few Big Box retail locations to nationwide.
- Cross-trained with Branding, Marketing on a health insurance rewards program web application on visual design & style guide governance.
- Trained and on-boarded an internal team to replace a data management role due to a promotion.

Branding Specialist, Associate UX Strategist

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

11/2017 to 4/2018

samanthaly.com/rebranding-web

User-Centered Brand advocate updating the brand and implementing franchisee brand compliance in the place of the Vice President of Marketing 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.

- Rebranded the website AmericanDeli.com in WordPress (now migrated to SquareSpace) based on Card Sorting Testing, Customer Experience Research, Competitive Analyses, and Web Analytics.
- Delivered avante-garde marketing and social media content and graphics with user-centered UX writing improving customer engagement and social media buzz.
- Implemented brand identity consistency across omnichannel touchpoints and in-store franchisee branding compliance.
- Revamped enterprise existing phone menu trees (IVR) and customer service representative dialogue scripts improving CX journeys & touchpoints.
- Oversaw brand refresh for customer-facing retail-level photography, external signage, window clings, other print, promotional marketing, and packaging deliverables using InVision and Adobe Illustrator.
- Improved Franchisee Relationship Management tools and processes with updated communications channels.

Service Designer, Mental Health Worker

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

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.
- Optimized internal and customer-facing telephonic communication messaging and the Information Architecture of the Interactive Voice Response (IVR) menu which improved internal workflows by 35% leveraging pivotal insights extracted from customer experience research and tree tests.
- Designed graphics such as signage, forms, and other miscellaneous print materials improving inpatient regulation compliance, customer wayfinding, interdepartmental communications, and employee workflows.
- Designed graphic and instructional content for CBT therapeutic curriculum, Treatment Outcomes Surveys, Treatment Outcomes Survey Training Manuals.
- Compiled suicide assessment literature reviews informing the redesign of the Emergency Department suicide triage workflows EPIC's Electronic Medical Health Record (EHR/EMR) application.
- Secured government program grant funding by documenting parent education and activities improving both patient engagement and recovery outcomes.
- Provided direct inpatient care for inpatient children, adolescents, and adults within a Joint Commission (JACHO) compliant milieu of 180 beds. Led person-centered cognitive-behavioral activities.

Education

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

- Program Certificate
- Brain Research

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

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

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

GCPS, Atlanta metro, GA | Illustration Training, (*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