

Summary

Certified, compassion-driven, data-reliant Designer with a strong foundation in behavioral analytics. Adept at applying mixed-methods research to identify user needs, analyze usability issues, and uncover insights that drive human-centered solutions. Experienced across healthcare, compliance, and public sector domains with a proven ability to turn complex research findings into actionable design recommendations.

Skills & Tools

DESIGN

UX Design, Wireframing, Prototyping, UX Writing, Accessibility, ADA 508 Compliance (WCAG), Content QA, QA support, Content, Information Architecture, Visual Design, Video Editing fundamentals, basic 3D Design

RESEARCH METHODS

User Interviews, Usability Testing, Heuristic Evaluation, Contextual Inquiry, Cognitive Walkthrough, Survey Design, Literature Reviews, Data Synthesis, Mind Mapping, Journey Mapping, Tree Testing, Field Observation, Guerrilla Testing

TOOLS

Figma (AI plugins), Miro, FigJam, Maze, Useberry, XMind, Google Analytics, Adobe Analytics, Adobe Creative Suite, Sketch, Zeplin, Content Management Systems (Wix, Wordpress, Webflow fundamentals), basic Spline, Jira, Confluence, Trello, ClickUp, Notion, Slack

Work History

UX Designer

Jetzy | *freelance contractor, remote*

09/2025 to present

Research-reliant advocate facilitating the revamp of a social travel and discount discovery mobile application—to enhance usability, feature adoption, and user trust—based on research insights and usability issues identified.

- Conducted evaluative UX research, including usability testing, heuristic audits, and competitive analysis to understand traveler behavior, social engagement needs, and deal-seeking motivations
- Synthesized research insights into actionable product strategies and clear documentation to support cross-team alignment and implementation.
- Translated granular research findings clearly articulating value-adds and design rationale.
- Identified and documented key usability and accessibility issues by severity alongside annotated UX recommendations and design system updates focused on consistency and improved visual hierarchy.
- Partnered cross-functionally with product and engineering teams to translate research insights into meaningful product optimization.
- Facilitated cross-functional meetings by wireframing live to reach alignment and demonstrate proposed solutions.
- Supported QA efforts to ensure implementation as the team envisioned.

UX Designer

Upwork | *freelance contractor, remote*

03/2025 to present

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

UX/HCD 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 our client, the Centers for Medicare & Medicaid Services (CMS).

- Led client meetings and pitches earning approval and contracts for additional research and design work.
- Consolidated on-brand design system library for consistency and scalability.
- Led componentization efforts converting production environment design patterns and high-fidelity Axure RP prototypes to Figma UI components.
- Conducted usability audits and heuristic evaluations to identify issues and inform design system optimization including accessibility compliance concerns.
- Translated analytics and qualitative research findings into scalable Figma components and 508-compliant design recommendations.
- Designed and drafted interview scripts tailored to specific research goals, and project phases in collaboration with product managers, developers, and other researchers to refine research objectives and translate them into thoughtful interview questions.
- Conducted in-depth interviews and synthesized user research data to identify user needs and pain points impacting user engagement.

- Synthesized research data gathered by other researchers into actionable insights to support IA improvements and feature prioritization.
- Supported and led participant recruitment and research scheduling efforts for various research studies.

Associate UX Researcher, UX/UI Designer

User Insight, Georgia | *freelance contractor, remote*

02/2023 to 07/2024

Data-reliant User Experience Design and Research freelance consultant for healthcare, public health, finTech, and telecommunications clients on user-centered product strategies for iOS and Android mobile and desktop products.

- Supported senior UX researchers to refine interview scripts, analyze participant behaviors, and facilitate research sessions.
- Synthesized user assessment, cognitive walkthrough, and in-depth user interview findings into user insights, mind maps, and research reports.
- Led usability audits and translated findings into mid-fidelity design recommendations to optimize key flows and interactions.
- Created detailed UX audit reports and UI Design recommendations based on research findings and industry best practices.
- Presented executive-level summaries and key research insights to clients.

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 healthcare credentialing and compliance vertical responsible for 25% of the brand's revenue.

- Facilitated cross-functional meetings by wireframing live to reach alignment or demonstrate proposed solutions.
- Optimized B2B SaaS compliance and credentialing web applications within Agile and CICD SCRUM teams.
- Conducted cognitive walkthroughs, guerrilla testing, usability evaluations, NPS surveys for B2B and B2C web applications.
- Synthesized user research into journey maps and flow diagrams for stakeholder alignment.
- Validated design assumptions by conducting on-site guerrilla testing, usability testing.
- Supported design system library componentization and consolidation efforts in Figma.

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 (ZPD) levels and learning styles.
- Promoted a positive learning environment conducive to design thinking and user-inspired solutions.
- Monitored student satisfaction survey data to tailor course pace and educational materials while ensuring student learning outcomes.

Associate UX Researcher, UX/UI Design Lead

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

2/2020 to 2/2021

In-house data-reliant User Experience Research and Design consultant for healthcare, financial services, manufacturing, and telecommunications clients.

- Supported senior UX researchers to refine interview scripts, analyze participant behaviors, and facilitate research sessions.
- Synthesized user assessment, cognitive walkthrough, and in-depth user interview findings into user insights, mind maps, and research reports.
- Led usability audits and translated findings into mid-fidelity design recommendations to optimize key flows and interactions.
- Delivered UX research and design strategy for electronic health records and credentialing SaaS platforms.

Education

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., 09/2009 (*language acquisition focus*)

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

Certifications

2020 - 2024: UX Design, Enterprise UX Design, SAFe 6.0 Agile, Lean Six Sigma, Adobe Analytics, Google Analytics