



samantha.ly

ATLANTA BASED UX DESIGNER & STRATEGIST

Samantha Jean Lee

Certified, formidable UX Expert seeking to empower teams with deeper user insights to inform our compassion driven, solution agnostic, data-driven product 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, video

Tools

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

Languages

Basic HTML/CSS & JavaScript, NLSC interpreter for Korean and Spanish, rudimentary mastery of 5 other oral human languages.

e-Certificates

UX Research, Adobe Analytics, Google Analytics, eUX Design, Design Thinking, Digital Sales Analytics, SAFe 6.0 Agilist Certificate

CONSULTING

May '24 - present
virtual, remote

*Principal UXR, Principal UXD, HCD Integrator for **SparkSoft Corporation***
Delivered pivotal user insights and UI recommendations per LOE as the sole Design System auditor and maintainer for **Centers for Medicare & Medicaid (CMS) programs**.

- Identified DSL optimization opportunities via usability audits including severity ratings, user interviews, surveys, web analytics data towards truly scalable, but also modernized components consistent with itself.
- Conducted user interviews, then synthesized qualitative data yielding unprecedented, product strategy informing user insights impacting product optimization and user engagement.]
- Promoted to Team Lead within 2.5 months of UX Strategy per our client's request after extending our 1-year contract to 8+.

CONSULTING

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

*Associate UX Researcher, Design Lead for **User Insight***
Collaborated with UX Researchers to empower healthcare, financial services, and telecommunications teams with impactful findings and industry standard best practices.

- Redesigned B2B SaaS **Health Record** and **Healthcare Credentialing applications** with strategic component optimization towards scalable, cohesive design systems improving usability by 35% SUS, 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 GWU***
Trained and mentored aspiring designers on Lean UX, Design-Thinking processes, UX/UI design, UX advocacy, Visual Design, Branding, dutiful UX Research methods, Front-end Development, and Web and Mobile Analytics.

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

HEALTHCARE

Feb '21 - Feb '23
virtual, remote

*Principal Product Designer, UXR for **Global Healthcare Exchange***
Led designs for B2B SaaS dashboards streamlining complex data analytics, and B2C web, mobile, self-service **kiosk (Medtech 2022)**, and wearable app touchpoints to ease supplier and visitor ingress management during COVID19 staffing shortages.

- Led end-to-end design efforts for product features within Agile and CICD 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 UAT and QA efforts to ensure quality implementation as envisioned, but also as a final review for last minute inspirations guaranteeing user delight.

FINTECH

Oct '18 - Nov '19
Atlanta, GA

*Product Tester, Enterprise Solutions UXD for **InComm***
Augmented siloed roles to meet a 25% increase in POS integration testing requests for Big Box retailers such as Target and Walmart. 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 the design for a mobile solution serving to crowdsource product testing to increase testing sites from 1 to all nationwide, but also to decrease testing bias, bloated swimlanes, and launch delays.
- Trained and onboarded an intern to replace my data management role due to impending promotion.

HEALTHCARE

Sept '13 - Nov '17
OKC, OK

*Mental Health Worker II, CX Researcher 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

UX Design Certificate	<i>program certificate</i>	The Team W	'20
Clinical Neuropsych/ABA	<i>Ph.D. paused, brain research</i>	TCSP, GSU	'10 - '15
Bilingual Education B.S.	<i>website as capstone project</i>	Boston University	'05 - '09
Linguistics B.A. (dual major)	<i>language acquisition studies</i>	Boston University	'06 - '09
Spanish Literature (minor)	<i>linguistics, composition focus</i>	Boston University	'06 - '09
Graphic Design Internship	<i>product branding focus</i>	GCPS	'03 - '04