EXPERIENCE

SAMANTHA LEE

certified Experience Designer seeking to empower teams with my deeper psychology insights and empirically-driven design thinking.

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CONSULTING
Feb '20 - present
Atlanta, GA

UX Strategist, Design Lead for User Insight
Optimized client business objectives with research insights and best practices in UX/UI, CX, IA, ID alongside a dream team of UX Researchers, Designers, Strategists, Project Managers, and Recruiters.
- **UX Research-** synthesized user testing data and research findings
- **UX/UI Lead-** spearheaded the redesign of a healthcare credentialing, CRM dashboard

FINTECH
Oct '18 - Nov '19
Atlanta, GA

Product Integration Tester for InComm
Augmented 2 siloed full-time roles to meet increased digital payment integration testing and internal data management needs. Additionally, investigated and implemented enterprise process improvements.
- **eUX Research-** augmented 10-year-old product testing process with an internal web application
- **Integration Testing-** performed software, wireless, gaming, SVC integration testing for Big Box clients
- **Prototyping-** achieved encoded gift card Minimum Viable Prototype in 4 prototypes, 7 minutes
- **Instructional Design-** spearheaded in-app training curriculum to crowdsource product testing

FINTECH
Apr '18 - May '18
Duluth, GA

UX Design & Research Consultant for TM Pro Consulting
Informed development and design teams on UX improvements for omnichannel products on behalf of international clients. Performed UX research and QA for CRM web application Thanks Matrix, and rewards program tmnjoy.com. Additionally, empowered social media marketing and digital sales teams with UX research and market insights.
- **UX Research-** created user personas and user journeys for TMnJoy.com to advise Graphics team
- **Wireframing-** created wireframes for rewards program TMnJoy.com to advise Development team
- **Copywriting-** undertook copywriting for a cryptocurrency exchange platform: txbex.com

BRANDING
May '18 - Oct '18
Atlanta area, GA

CX Analyst, Social Media Coordinator for Salata
Generated B2B and B2C leads for 6 Atlanta market retail locations by implementing weekly brand activations and organic social media posts. Forged B2B partnerships with lifestyle, wellness, community promoting businesses, and nonprofits.
- **Data visualization-** combined digitized marketing activity overview with digitized budget reporting
- **Social media-** boosted Alignable profiles with 450 connections with 20 positive reviews

BRANDING
Nov '17 - Apr '18
Doraville, GA

Branding Specialist, UX Research for American Deli International
Undertook franchise-wide branding projects in the loss of ADI's VP of Marketing. Catalyzed crucial C-suite decisions by creating cross-functional presentations outlining the necessity of Social Media Marketing, and POS integrations. Oversaw brand refresh for digital and print deliverables impacting 162 franchise locations across 10 domestic states.
- **UX/CX Research-** catalyzed an overdue project into rebranded website AmericanDeli.com
- **CX Design-** revamped existing customer service dialogue script
- **Prototyping-** transformed stalemate creatives projects into rebranded branding deliverables

PSYCHOLOGY
HEALTHCARE
Oct '13 – Nov '17
OKC, OK

Mental Health Worker, CX Researcher for Saint Anthony's Hospital, ACE
Provided direct inpatient care for inpatient suicidal/homicidal children, adolescents, and adults. Engaged patients in person-centered cognitive-behavioral activities within an interdisciplinary team. Additionally implemented eUX improvement strategies, and spearheaded research instrumental in improving CX and patient care.
- **CX Research-** resolved a longstanding interdepartmental conflict via IVR menu optimization
- **UX/CX Research-** informed on $2.8B medical-record software Epic EHR's suicide assessments
- **Instructional Design-** developed CBT curriculum, and training manual for CX Outcomes Surveys

EDUCATION

UX Design Certificate	*eLearning certificate*	The Team W	'20
UX Design & Research	*eUX solution seeking*	PluralSight	'19
Design Thinking	*CX solution seeking*	LinkedIn Learning	'18
Psychology B.A.	*research assistant*	Georgia State University	'10 - '12
Bilingual Education B.S.	*website capstone project*	Boston University	'05 - '09
Linguistics B.A.	*language acquisition study*	Boston University	'06 - '09
Illustration	*branding focus*	GCPS	'04

HONORS

Team Builder, Cheerleader awards, TM Pro
publication, Every Pigeon Issue 3   regional semi-finalist, Bombay Sapphire Artisan Series

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SKILLS

Design ✍
customer experience design, product design, enterprise UX design, instructional design

UX ⚙ 📖
IA, wireframing, prototyping, interaction design, usability testing

UI 💎
High fidelity mockups, Branding, Logos, Illustration, Web design

Tools ⚒
Sketch, Zeplin, Adobe XD, InVision Studio, Axure, Framer, Illustrator, Balsamiq, Dreamweaver, WordPress, Wix, SharePoint, data encoding

Languages </>
basic JavaScript, basic HTML, NLSC interpreter for Korean, Spanish

Soft Skills 🧍
creativity, servant leadership, systems thinking, talent development, multiculturalism