



# samantha.ly

ATLANTA BASED UX DESIGNER & STRATEGIST

## Samantha Lee

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

[Samanthaly.com](http://Samanthaly.com)

[sjlee312@gmail.com](mailto:sjlee312@gmail.com)

[sjlee312](#)

770-309-7014

## SKILLS

**Design**   
product design, enterprise UX  
design, instructional design

**UX**   
wireframing, information  
architecture, prototyping,  
usability testing, analytics

**UI**   
heuristic evaluation, high fidelity  
mockups, branding, logos

**Tools**   
Sketch, Adobe XD, Figma, Framer,  
Axure, Adobe Illustrator, Adobe  
Dreamweaver, XMind, Zeplin, Miro,  
Sharepoint

**Languages**   
basic JavaScript, basic HTML,  
NLSC interpreter for Korean &  
Spanish

### e-Certificates

UX Research, Google Analytics,  
eUX Design, Design Thinking,  
Digital Sales Analytics

**HEALTHCARE**  
Feb '21 - present  
Atlanta, GA

### Product Designer for **Global Healthcare Exchange, LLC**

Empowered healthcare providers and suppliers with optimized web, mobile, kiosk, and customer experiences alongside the best Healthcare Credentialing & Compliance Ops, Dev, Marketing, Brand, Product, and Business teams.

- **UX/UI Lead**- leading UX/UI design product enhancements with UX Strategy gusto
- **UX Research**- conducting and synthesizing user interviews, usability testing, cognitive walkthroughs
- **QA Support**- diagnosing Quality Assurance

**CONSULTING**  
Feb '20 - Feb '21  
Atlanta, GA

### UX Strategist, UX Designer for **User Insight**

Empowered cross-functional product teams in healthcare, manufacturers, financial services, and telecommunications with research insights and UX and UI best practices

- **UX/UI Lead**- redesigned a healthcare credentialing web application empowering vendors

**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 as impacting eUX and CX.

- **eUX Design**- redesigned product testing workflow with an internal web application
- **Instructional Design**- spearheaded in-app training curriculum to crowdsource product testing

**FINTECH**  
Apr '18 - May '18  
Duluth, GA

### UX Strategy 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 digital sales teams with CX research insights and UX best practices.

- **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**  
Nov '17 - Apr '18  
Doraville, GA

### Branding Specialist, UX Strategist for **American Deli International**

Catalyzed franchise-wide rebranding projects by empowering cross-functional design thinking sessions especially emphasizing 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**- rebranded website AmericanDeli.com
- **CX Design**- revamped existing customer service dialogue scripts improving CX

**HEALTHCARE**  
Oct '13 - Nov '17  
OKC, OK

### Mental Health Worker, CX Researcher for **Saint Anthony's Hospital**

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.

- **IVR Design**- improved interdepartmental workflows via IVR menu optimization
- **Research**- provided suicide assessments research to inform medical record software redesign
- **Instructional Design**- developed therapeutic resources and training manuals for Outcomes Surveys

### EDUCATION

#### UX Design Certificate

program certificate

The Team W

'20

#### Psychology B.A.

research assistant

Georgia State University

'10 - '12

#### Bilingual Education B.S.

website capstone project

Boston University

'06 - '09

#### Linguistics B.A.

language acquisition study

Boston University

'05 - '09

#### Illustration

branding focus

GCPS

'04