SAM CHRISTIAN

PRODUCT DESIGN LEAD

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PROFESSIONAL SUMMARY

I am Sam Christian, a Product Design Leader with over 10 years of experience in Conversational AI/ML, E-commerce & SaaS products, within the industries of Business Software, Entertainment, Health & Wellness, Food & Beverage, Hospitality and FinTech. My passion for generating user delight through intuitively pleasant and meaningful experiences, stems from my formative beginnings in the area of sound design and fine art. Congruently, through the use of creative technologies, development languages and data-backed, proven methodologies, I continue to design and build products that captivate the intended audience.

As a dynamically-experienced Product Designer and Front-end Developer, I have the ability to identify, harnesses and accelerate the unique talents within creative teams as well as work on products completely autonomously, in order to successfully fulfill the acute needs of both business and client. Above all, I enjoy the art of strategically thinking about, collaboratively planning for, and consistently crafting - the best possible solutions for the companies I represent.

HIGHLIGHTS

- End-to-End UX/UI Product Designer, Front-End-Developer & Visual Brand Expert
- Former Full Stack Developer with in-depth understanding of Back-End Development and Database Design
- Previously worked with PepsiCo, Mozilla, United Healthcare, as well as some few start-up companies
- 6 years of AI (Artificial Intelligence) / ML (Machine Learning) Experience, Certified
- Naturally adaptive thought leader, leveraged in storytelling & assuring stakeholders
- Analytical, strategic thinker with an empathetic outlook and collaborative personality

User Experience Design	AI - Artificial Intelligence	Design Systems	Creative Direction
User Interface Design	ML - Machine Learning	Creative Team Building	Tonal Writing
End-to-End Product Design	Spatial VR Design	Process & Task Flows	Visual Art
Business Analysis	UX Sound Design	Content Design	Illustration

EXPERIENCE

Principal Product Designer | PTC Therapeutics — South Plainfield, NJ (Remote)   **August 2023 – Present**

- Analyze data, audit and communicate findings in order to create, maintain and scale complete design systems for various applications at PTC Therapeutics - a publicly traded and established, global biopharmaceutical corporation that focuses on delivering transformative therapies for people living with rare diseases
- Collect baseline data, user requirements, design UI components, creating measurable improvements, cross-functionally
- Build and maintain internal unified design systems within Figma for use across PowerApps & SharePoint and custom applications, sharing out designs with Development Team through Zeplin
- Serve as lead designer and BA UX/UI design thought leader within the IT Collaborations Team

UX/UI Lead Architect | PepsiCo — Purchase, NY (Remote)   **May 2022 – August 2023**

- Led Innovations Team's product design efforts within SCRUM/agile team environment, for SalesPro+ iOS application
- Provided wireframes, user flows, personas, archetypes and final UI screens including animations and interactions
- Interviewed application users and translated feedback so as to inform design, making adjustments well into deployments
- Engaged with other cross-functional teams on proceeding with international design efforts
- Helped stakeholders consider the intricate needs of app users and their pertinence to project goals
- Effectively collaborated with managers, product managers, engineers, and researchers to define, conceptualize, and design internal & user-facing products on both desktop and mobile devices
- Continued to champion data-backed, user experience design within the organization and advocated for best practices

Lead Product Designer | Mozilla — Mountain View, CA (Remote)   **October 2021 – November 2022**

- Served as Lead UX/UI Designer on Firefox Integrations Team in order to better optimize Mozilla's Pocket product
- Sequentially ran complex user tests for optimization & incorporation of Pocket content on Firefox's New Tab page, based on weekly data visualizations
- Worked on cross-functional teams as lead designer, curating and leveraging suggestive AI tools as needed
- Designed and organized components for Pocket's Visual Design System utilizing modern standards and practices
- Provided additional design support across other teams when needed - I.E. developing 8 templates for a 5.7 million subscriber email migration

Assoc. Creative Director & Product Design Lead | PWV — New York, NY (Remote)   **December 2019 – September 2021**

- Provided data-backed design direction to multiple design pods for web applications, apps, e-comm websites & software
- Lead company rebrand initiative (in-process), with a high focus on visually translating PWVs mantra and methodologies
- Designed several official prototyping components using Atomic Design, for company's continual internal use
- Served as creative liaison between top leadership, design contractors and other contributors on the creation of SaaS/ PaaS enterprise applications
- Prior to PWV Consultants, contracted with ADT, Digital Management Inc HCA HealthTrust during this time

Creative Director, Product | 4ocean — Boca Raton, FL   **September 2017 – December 2019**

- Designed company logo and generated multiple versions for usage on digital and print media
- Redesigned and developed company's entire e-commerce website (4ocean.com) leveraging Shopify's Liquid language
- Assisted heavily in developing the concept and designing packaging for ongoing monthly subscription product
- Attended and contributed to multiple strategy/brainstorming sessions driven by data & market analysis
- Vetted, hired, and lead creative talent to work with company on full-time, part-time and freelance basis'
- Developed several Quick Brand Guidelines Reference Sheet for vendors and partners
- Negotiated PCW recycled print material pricing with several local and overseas vendors
- Continually supplied Analytics Department with mockups and user-flows for split testing
- Developed a bi-weekly and monthly launch plan for several items on the 4ocean product pipeline
- Wrote and edited website page content and product descriptions

Lead UX Designer | United Healthcare (Under Adaxa/MCNA Dental) — Fort Lauderdale, FL   **April 2013 – September 2017**
(Matriculated from UI Specialist to UX Designer to Lead UXD)

- Designed engaging SaaS, websites, and B2B apps' user experiences, staying current with industry and best practices.
- Led UI/UX for various products, mentoring designers & supporting cross-functional teams.
- Developed and promoted intuitive visual and tonal brand concepts with great attention to detail
- Used advanced user-centric design techniques and software to create innovative experiences.
- Spearheaded major UI enhancements to optimize user experiences, also ensuring quality control.
- Analyzed complex workflows to design efficient solutions aligned with business goals.
- Leveraged simulation, prototyping, usability testing and research to optimize the design process.
- Translated directives and executed tasks from Creative Director and Executive Leadership Team.
- Developed websites using HTML5, CSS3, JavaScript, jQuery, PHP, and posted onto GitHub.

EDUCATION

Bachelor of Science in Fine Art & HCI Digital Communication | Florida Agricultural & Mechanical University

TECHNICAL SKILLS

Digital Design Direction - Leading/Advising Design Teams
UI Design - Complex Forms & Widgets +
UX Research & Testing
Brand Writing - Brand Story, Video Scripts, Tone +
Art/Creative Direction (Websites, Videos, Social Movements)
Voiceover & Narration, Audio UX

Visual Design - Brand Guidelines, Logo Design, Iconography +
UX Design - User Flows, Personas, Journey Maps +
Artificial Intelligence (AI) Screening, Implementation +
Content Design
Product Naming - Apps, Brands, Social Movements
Front-End Web Development

TOOLS

Figma	Lean UX	Adobe Creative Suite	HTML/CSS/Javascript
Webflow	Agile/SCRUM Methods	Adobe Illustrator	CSS Frameworks
Midjourney AI	Sketch	Adobe Photoshop	React JS
Various AI Tools	Invision	Adobe Premier	Shopify Liquid

AWARDS & ACHIEVEMENTS

National Fine Art Competition Grand Prizewinner - Presented by James Earl Jones | Verizon   New York, NY

PROFESSIONAL DEVELOPMENT

Various Product Design & AI/ML Courses | Udemy & Other resources   Online
Smashing Conf | Smashing Magazine   Los Angeles, CA
WordCamp | Wordpress   Miami, FL
Design Internship | Burrell Communications - A Worldwide Ad Agency   Chicago, IL

CHARACTER & PERSONALITY

Patient	Honest	Inventive	Listener
Assertive	Driven	Organized	Motivator
Considerate	Poised	Consistent	Learner
Inspired	Creative	Collaborator	Leader

← Portfolio: www.samchristian.design
References available at request