

Sam St Michael

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Product and Visual Designer

Expertise in growth, visual / brand strategy, inclusion design, digital marketing, end to end

Versatile creative professional with strong conceptual skills and advanced strategic instincts; Over 15 years related experience in product design, brand and visual design, UX, UI for e-commerce, iOS and Android. Shares a passion for creativity and visual presentation; current design trends, best practices for video, print, apparel and digital asset creation. Focused on seeing a project through from concept thru design to multi-platform testing. Advanced ability to solve challenging problems creatively; comfortable working with ambiguity and a chameleon to change. Collaboration and conceptual design thinking expert.

*Concept Development / Brand Development / Visual Designer / Content Strategy / SEO
Digital & Social Media Marketing / Consumer Behavior- HCI / Merchandising*

TECHNICAL PROFICIENCIES

Tools: Microsoft Office Suite, Figma, Marvel, Balsamiq, Canva, Miro, Airtable, Milanote, Slack, SharePoint, Google Suites, Trello, Go to Meeting & Zoom, Zapier, HubSpot, Calendly, ManyChat, YouTube, Doodly, Adobe Premiere Pro, Sketch & InVision (basics).

PROFESSIONAL EXPERIENCE

Volunteer - UX/UI Product Designer (5/2020 – Present)

DemocracyLab, Seattle, WA

Tools: Figma, Adobe Premiere Pro, Marvel, Canva, Miro, Airtable, Milanote, Doodly, Slack, Trello, Go to Meeting & Zoom, Google Suites

OrcaSound, a local start-up found under DemocracyLab. Helping 'citizen scientists' learn about conservation to help southern resident killer whales. Learn their habitat and detect their sounds. This is an open-source project. Collaborated on a wide range of site navigation and research analysis.

Key Achievements:

- Define personas, designed style guide; color & typography, designed infographics and video to promote branding and learning about OrcaSound.
- Collaborate on redesign for map UI, currently on Learning Interface team & lead on redesigning logo. Also assisting with social media updates.

Product Designer & Creative Content (1/2015– 3/2020)

Scorpion Industries, LLC, Seattle, WA

Tools: Basic HTML, SEO, Canva, E-Commerce, ManyChat, Doodly, GoDaddy, Etsy, PayPal, Stripe, Square, YouTube

Consulting services; UX / UI design expertise, creative content manager. Specialized in collaborations with military, women-owned businesses and disability-challenged persons. Services; website building on multiple platforms, interaction design, SEO, e-commerce, marketing, and merchandising. Regularly updated product content, created categories, logo design, visual design and branding strategy.

Key Achievements:

- Redesigned a website with SEO focus, achieved business to be placed on page one in Google within 2 months of launch.

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- Worked directly with client / stakeholders. Led planning, development, and implementation of all marketing strategies and communications for clients.
- Led creative initiatives to produce effective communication and branding efforts in print, apparel, video, social, and digital.

Product Designer / Owner (1/2012 – 1/2015)

UbnAppd, Seattle, WA

Tools: UI/UX, Testing, PPT, Go to Meeting

Served as investor and product designer for a web dash + iOS and Android Native app. Collaborated directly with CEO and stakeholders, 25-member cross-functional team from concept to launch. Utilized skills in information architecture, user research, usability testing, A/B, beta and service testing. Contributed product enhancements and triaged bugs.

Key Achievements:

- Work directly with client / stakeholders, including researchers, engineers, designers, admin on management and execution of product roadmap, from concept to launch.
- Engaged in effective marketing that resulted in every major media outlet in the Seattle Metro area to attend launch.

E-Commerce Business Owner & Fashion Designer (1/2000 – 1/2016) St Michael Design, Seattle, WA

Tools: HTML, SEO, Visual Design, Canva, GoDaddy, Etsy, PayPal, Square, YouTube

Utilized entrepreneurial aptitude to design and manage multiple successful e-commerce stores. Acted as retail store owner, vendor, designer, and manufacturer. Oversaw the full cycle of fashion designs, from concept and illustration to production and manufacturing. Hired personnel, cooperated with an assortment of vendors, and engaged a traveling product rep. Performed role of vendor, shipping internationally and receiving/vending at small and large events. Served as content producer for over 15 years, managing and fabricating all products and photography. Managed general operations of the company, including tactical buying.

Key Achievements:

- Oversaw the conceptual design for all digital and print marketing, web designer for multiple platforms.
- Designed a wide variety of products, manufactured fashion apparel, wearables and accessories.
- Established the retail store as a destination location for international travelers.

EDUCATION AND TRAINING

Technical Certifications

Designing the User Experience (2020) – EDX- University System of Maryland

UX / UI Design (2018) – Udemy Academy

Fashion Design and Marketing

The New York Fashion Academy - ***Certificate + Instructor***

Military Veteran

USAR – Honorable Discharge

Awards; The Army Achievement Medal