

# Sam St Michael

Anacortes, WA

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## Product Designer and Interaction Designer

*Expertise in product design, web design, mobile design, branding, and e-commerce.*

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Versatile creative professional with strong conceptual skills and advanced strategic instincts; diverse experience in product design, UI, UX, e-commerce, web and mobile design. Shares a passion for digital strategy; on top of current design trends, and best practices for both print and digital asset creation. Focused on seeing a project through from concept thru design and to multi-platform testing. Advanced ability to solve challenging problems creatively; comfortable working with ambiguity and a chameleon to change. Collaboration expert with an innovative ability to engage with complex technical processes and communicate ideas in a clear and concise manner.

*Concept Development / Consumer Behavior – HCI / Information Architecture / Site Maps / SEO  
Service Testing / Content Strategy / E-Commerce & Brand Development*

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## TECHNICAL PROFICIENCIES

**Programming:** HTML (basics only, no coding)

**Tools:** Microsoft Office Suite, Figma, Marvel, Balsamiq, Canva, Miro, Airtable, Slack, Google Suite, SharePoint, Trello, Go to Meeting & Zoom, Sketch & InVision (basic)

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## PROFESSIONAL EXPERIENCE

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

DemocracyLab, Seattle, WA

*Tools: Figma, Marvel, Canva, Miro, Airtable, Slack, Trello, Google Suites, Go to Meeting & Zoom*

Volunteer collaboration with OrcaSound, a local start-up found under DemocracyLab. Designed the branding / logo and UI for web app an open source project. Conduct a wide range of site navigation and research analysis.

**Key Achievements:**

- Designed style guide, infographics and video for promotion, branding and learning about OrcaSound.
- Managed the full cycle of design products, from conception to deliverables.

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

Scorpion Industries, LLC, Seattle, WA

*Tools: Basic HTML, SEO, Canva, E-Commerce*

Provided a wide range of consulting services, UX / UI design expertise, and generated creative content. Specialized in collaborations with military, women-owned businesses and disability-challenged persons. Engaged in website building, interaction design, SEO, e-commerce, marketing, and merchandising. Regularly updated product content, created categories, logos, visual design and branding.

**Key Achievements:**

- 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, video, social, and digital.

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- Managed workflow and deadlines for multiple projects across teams to get tangible results for clients.

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

UbnAppd, Seattle, WA

*Tools: UI/UX, Testing, PPT, Canva*

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

### **Key Achievements:**

- Cooperated with internal teams, including researchers, engineers, designers, and admin on management and execution of product roadmap, from concept to launch.
- Engaged in effective marketing that resulted in every major media outlet in Seattle Metro area attending launch.

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

*Tools: HTML, SEO, Visual Design, Canva*

Utilized entrepreneurial aptitude to create and manage multiple successful e-commerce stores via GoDaddy platform and others. Acted as retail store owner, vendor, designer, and manufacturer. Oversaw the full cycle of fashion design, 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 product and photography. Managed general operations of the company, including tactical buying.

### **Key Achievements:**

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

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## **EDUCATION AND TRAINING**

### **Fashion Design and Marketing**

The New York Fashion Academy

### **Technical Certifications**

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

UX/UI Design (2018) – Udemy Academy

### **Military Veteran**

USAR – Honorable Discharge

Awards; The Army Achievement Medal