

Sam St Michael

Anacortes, WA

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Product Designer

Expertise in growth, interaction design, web and mobile design, branding and e-commerce.

Versatile creative professional with strong conceptual skills and advanced strategic instincts; Over 15 years related experience in product design, UX, UI and e-commerce. Shares a passion for digital strategy; on top of current design trends, and best practices for 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 expert with an innovative ability to engage with complex technical processes.

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

TECHNICAL PROFICIENCIES

Programming: HTML (basics only, no coding)

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

Portfolio: <https://sam-st-michael.com/>

PROFESSIONAL EXPERIENCE

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

DemocracyLab, Seattle, WA

Tools: Figma, Marvel, Canva, Miro, Airtable, Milanote, Doodly, Slack, Trello, Go to Meeting & Zoom

OrcaSound, a local start-up found under DemocracyLab. Collaboration team has grown to more than 12 volunteers. Designing the branding / logo and UI for web app, an open-source project. Conduct a wide range of site navigation and collaborate on research analysis.

Key Achievements:

- Designed style guide, infographics and video for promotion, branding and learning about OrcaSound.
- On redesign team for map UI, currently collaborating on learning interface & lead on redesigning logo.

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

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:

- Worked directly with client / stakeholders. Led planning, development, and implementation of all marketing strategies and communications for clients.

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- Led creative initiatives to produce effective communication and branding efforts in print, apparel, video, social, and digital.
- 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, Go to Meeting

Served as investor and product designer for an 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, 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 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

Utilized entrepreneurial aptitude to create 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.
- Designed a wide variety of products, manufactured fashion apparel, wearables and accessories.
- Established the retail store as a destination location for international travelers.
- Web designer for multiple platforms.

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

Military Veteran

USAR – Honorable Discharge

Awards; The Army Achievement Medal