

SAM CHRISTIAN

PRODUCT DESIGN LEAD

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PROFESSIONAL SUMMARY

I am Sam Christian, a skilled Product Design Leader with over 10 years of experience in UX/UI Strategy, Conversational AI/ML, and SaaS products across industries, including Sustainability, Food & Beverage, Business, Entertainment, Healthcare & Wellness, Hospitality and FinTech. With high passion for creating user-centered designs and enhanced product experiences, I am highly leveraged in the areas of visual impact, strategic thinking and design process leadership.

I have the innate ability to identify, harnesses and accelerate talent within creative teams as well as the depth to build products autonomously. This adaptability allows me to successfully fulfill the precise needs of both business and client. I bring a unique blend of product design, team leadership and AI expertise to drive innovation and solve complex challenges. Adept at translating data-driven insights into actionable design strategies, I lead cross-functional teams and deliver compelling experiences.

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
- 6+ years of AI/ML expertise, leveraging emerging technologies in product design
- Dynamic Experience - recently working with PepsiCo & Mozilla, as well as fast-pace consultancies and start-ups
- Expert in Figma, Miro, and design system management
- Naturally adaptive thought leader, leveraged in storytelling & assuring stakeholders
- Analytical, strategic thinker with an operational mindset, empathetic outlook and collaborative personality
- Proven ability in executive communication and influencing roadmaps

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

WORK EXPERIENCE

Product Design Lead | Area23 — New York, NY (Remote)

October 2024 – Present

- Strategize & collaborate with cross-functional teams to design innovative, user-centered digital healthcare IVAs
- Produce compliant IVAs along with high-fidelity visuals that align with multiple pharmaceutical brand guidelines
- Utilize user research and data-driven insights to refine and enhance product experiences from concept to live app

Product Design Lead | NAX Group — Manhattan Beach, CA (Remote)

March 2024 – October 2024

- Led AI product design for water engineering software and sustainable goods marketplace within capital markets firm
- Developed and implemented comprehensive design strategies that aligned with key business goals
- Collaborated with cross-functional teams, to drive innovated, user-centric solutions
- Spearheaded the design process from concept to execution while managing multiple products simultaneously
- Ensured all designs adhere to user-centric principles, enhancing usability and user experience
- Oversaw UX/UI design processes from concept to execution for two products simultaneously

Principal Product Designer | PTC Therapeutics — South Plainfield, NJ (Remote) **August 2023 – February 2024**

- Led the design and implementation of scalable design systems for cross-functional applications in a global biopharmaceutical company
- Managed Figma design systems and aligned process for PowerApps, SharePoint, Zeplin and other custom applications
- Served as Lead Designer and BA UX/UI design thought leader within the IT Collaborations Team

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

- Led Innovations Team's product design efforts within SCRUM/agile team environment, for SalesPro+ app
- 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 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, 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 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 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 & Design Lead | PWV — New York, NY (Remote) **December 2019 – September 2021**

- Provided data-backed design direction to 6 design pods for web applications, apps, e-com websites & software
- Lead company rebrand initiative, with a high focus on visually translating company's methodologies
- Designed several official prototyping components using Atomic Design, for company's 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 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 (Adaxa/MCNA Dental) — Fort Lauderdale, FL **April 2013 – September 2017**

- Matriculated from UI Specialist to UX Designer to Lead UX Designer
- 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

Web Designer - HCI | Entertainment Benefits Group – Aventura, FL

May 2010 – April 2013

- Collaborated with CEO to design e-commerce websites, brand concepts, UIs, internal processes, and email sequences
- Led the formation of an overseas team by scouting freelancers and creating detailed guidelines with video tutorials
- Designed the official NewYork.com logo post-acquisition and boosted sales through sitemap and UX improvements
- Developed email marketing strategy with seasonal templates that reduced print media costs by over 30% annually

EDUCATION

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

TECHNICAL SKILLS & TOOLS

Digital Design Direction - Leading Design Teams
 UI Design - Complex Forms & Widgets +
 UX Research & Testing
 Front-End Web Development
 Art/Creative Direction (Websites, Videos, Social)
 Brand Writing - Brand Story, Video Scripts, Tone +

Visual Design - Brand Guidelines, Iconography +
 UX Design - User Flows, Personas, Journey Maps +
 Artificial Intelligence (AI) Screening, Implementation +
 Content Design
 Product Naming - Apps, Brands, Social Movements
 Voiceover & Narration, Audio UX

Figma	Lean UX	Adobe Creative Suite	HTML/CSS/Javascript JS
Miro	Agile/SCRUM	Adobe Illustrator	CSS Frameworks
Midjourney AI	Framer	Adobe Photoshop	React JS
Multitude of AI Tools	Webflow	Adobe Premier	Shopify - Liquid

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

AWARDS & ACHIEVEMENTS

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

CHARACTER

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



← Portfolio: www.samchristian.design