

SAM CHRISTIAN

PRODUCT DESIGN LEAD

www.samchristian.design

(786) 512-8236 | seelistenmove@gmail.com | New York, NY + Miami, FL

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 Healthcare, Food & Beverage, Business Software, Entertainment, Health & Wellness, Hospitality and FinTech. My passion for generating user delight through intuitively pleasant and meaningful experiences, stems from my formative beginnings in the areas 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

- Dynamic Experience - recently working with PepsiCo & Mozilla, as well as fast-pace consultancies and start-ups
- 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 (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

WORK EXPERIENCE

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

March 2024 – Present

- Lead product design for water engineering software and sustainable goods marketplace within capital markets firm
- Develop and implement comprehensive design strategies aligned with business goals
- Collaborate with cross-functional teams, including engineering, product management, and marketing
- Ensure all designs adhere to user-centric principles, enhancing usability and user experience
- Oversee 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

- Analyze data, audit findings, and develop scalable design systems for various applications cross-functionally at PTC Therapeutics, a global biopharmaceutical company focused on therapies for rare diseases.
- Collect baseline data, user requirements, design UI components, creating measurable improvements
- Manage Figma design systems for PowerApps, SharePoint, and custom apps; share with Development via Zeplin
- Serve 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

- Translated ideas and collaborated with Chief Executive Officer on several e-commerce websites.
- Developed new brand ideas, user interfaces, internal company processes and email sequences.
- Initiated overseas team by serving as freelancer scout and created descriptive guidelines with video tutorials for team
- After Entertainment Benefits Group’s multi-million dollar acquisition of NewYork.com, designed official logo
- Propelled sales on BestofNewYork.com by developing website’s sitemap and user experience
- Designed email newsletter campaign strategy calendar and produced an array of templates for seasonal e-blasts
- Helped save company over 30% annually through print media relations

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
Webflow / Framer	Agile/SCRUM	Adobe Illustrator	CSS Frameworks
Midjourney AI	Sketch	Adobe Photoshop	React JS
Various AI Tools	Invision	Adobe Premier	Shopify Liquid

PROFESSIONAL DEVELOPMENT

Various Product Design & AI/ML Courses | Udemey & Other resources
 Smashing Conf | Smashing Magazine
 WordCamp | Wordpress
 Design Internship | Burrell Communications – A Worldwide Ad Agency

Online
 Los Angeles, CA
 Miami, FL
 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