samspencer1991@gmail.com
616.840.1908
22256 Raven Ave Eastpointe, MI 48021
samspencer.work

Samuel Spencer

Product Designer, Product Leader, UX/UI, User Research

WORK EXPERIENCE

Product Designer (Remote)
Ministry Pass & Sermonary in Houston, Texas | May 2021 - Present

- Led full product redesigns for Ministry Pass & Sermonary web apps
- Researched and designed new sermon prep feature to scale Sermonary by moving up the value chain
- Advocated for and designed streamlined onboarding user experiences to improve user retention

Product Designer (In-Office and Remote)
National Heritage Academies in Grand Rapids, Michigan | August 2018 - April 2021

- Managed 3 products with 10,000s of users and over 1,000,000 monthly page views
- Redesigned entire parent hybrid app experience leading to user base scaling from 13,000 to 29,000
- Created COVID virtual learning Google Sites garnering over 500,000 page views in under a year
- Developed storyboards, process flows, and sitemaps to communicate design concepts and details
- Worked cross-functionally to define and deliver quality user improvements
- Drove decisions, tracked issues, and assisted in estimating resource needs and schedules

Freelance Product Designer
Anthroflow LLC in Grand Rapids & Metro Detroit, Michigan | October 2017 - Present

- Launched Midwest Test, a productized UX Audit service
- Shipped a fully redesigned site map to a university with over 300 pages
- Designed and built a website from conception to launch for a local aquaponics start-up

Accounting Clerk & UX Consultant
Comfort Research in Grand Rapids, Michigan | November 2015 - Jan 2018

- Gauged usability of e-commerce site and made constructive suggestions for change
- Researched competitive offerings and offered product improvements
- Performed receivable and payable duties

User Experience Practitioner
Covenant Eyes in Owosso, Michigan | July 2014 - August 2015

- Unearthed and cultivated UX insights through assorted user research methodologies
- Actively contributed to constructive design reviews
- Managed multiple projects across product teams in an agile environment

Design Strategist (Project)
Noti-fire in Owosso, Michigan | May 2015 - July 2015

- Worked closely with a developer to craft a simple, functional, elegant iOS accountability app
- Pitched and sold the app to a mid-level faithtech SaaS company

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EDUCATION

CoLearning by The Factory
Design Thinking Course in Grand Rapids, Michigan
June 2017 - December 2017

Interaction Design Foundation
Human-Computer Interaction, Online Course
April 2017 - July 2017

Michigan State University
Bachelor's of Arts in Accounting
Graduated December 2014

INVOLVEMENT

• Active member and deacon candidate at New City Presbyterian Church (2023)
• Club DeSolo Founder (Polywork group fostering community for remote designers)
• Weekend for Good volunteer (2017-19)• MidWest UX volunteer (2019)
• Writing health & wellness articles related to Polycystic Kidney Disease
• Mentoring junior UX Designers

SKILLS

• UI Design
• UX Design
• UX Research
• User Testing
• Information Architecture
• Prototyping
• Product Strategy
• Creative Thinking

SOFTWARE

• Figma
• Jira
• Framer
• Miro
• UserTesting
• Survey Monkey
• Slack