

# Samantha Samuels

Product designer fluent in visual and brand design.

NYC • (215) 806-8870 • samsamuels1095@gmail.com • linkedin.com/in/samantha-samuels • samanthalsamuels.com

## EXPERIENCE

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### Senior Interactive Designer, Dropbox

Mar 2023 – Present · Remote

- First web product designer, partnering with Brand Studio to unify Dropbox's web with product thinking.
- Launched Dropbox Resources Hub, driving **\$299K+** in revenue by migrating top- and mid-funnel content to increase acquisition.
- Led design of Dropbox's first events microsite, surpassing goals with **1,800+** registrations and **95+** qualified leads.
- Audited web design system to reduce tech debt, accelerate workflows, and save an estimated **\$300k** annually.

### Junior Product Designer, Carvana

May 2021 – Nov 2022 · Los Angeles

- Digitized the movement of **1M+** legal documents to improve worker efficiency and save **\$4.5 million/annually**.
- Drove **~15** product initiatives across Carvana.com, Carvana's native iOS app and employee software.
- Co-facilitated cross-functional workshop applying rapid prototyping and user testing to shape feature prioritization for product launch.

### Product Designer, Subject

Sep 2020 – Dec 2020 · Remote

- Led landing website, onboarding experience, and initial product (MVP) designs of B2C learning platform. Shipped to market within **50 days** of conception and acquired **1000+** members.
- Pioneered product design for venture-backed EdTech startup (**\$1M raised**), as sole designer on founding team.
- Created **50+** social media assets in Figma to drive user signups, and developed reusable style guide to scale asset creation.

### Contract Product Designer, Self-employed

2019 – 2020 · New York City

- **Jennifer Zeuner Jewelry** · Led a **10-week** redesign of navigation and product pages to optimize checkout and lift sales.
- **Lemonade Creative** · Synthesized market research and created wireframes for a new fashion e-commerce website to support engagement and conversion goals.

## EDUCATION

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Pratt, Certificate, UX/UI

May 2020 – Aug 2020

University of Delaware, B.S., Honors

Sep 2013 – June 2017

## SKILLS

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**Product & UX design** · Brand design, Design systems, End-to-end design, Growth design, Information architecture, Interaction design, Journey mapping, Micro-interactions, Motion design, Product design, Prototyping, Responsive web design, Systems design, UX/UI design, Visual design, Web product design, Wireframing

**Strategy & research** · A/B testing, Affinity mapping, Competitive analysis, Contextual inquiry, Empathy mapping, Ideation, Problem framing, Product discovery, Product strategy, Surveys, Usability testing, User interviews, User research

**Tools & systems** · CMS, Component libraries, Design tokens, Engineering handoff & QA, Figma, Framr, Sketch