

sam lindsay

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Master of Science graduate in the field of user experience design with over 5 years of prior professional experience in graphic design. In my next role, I hope to leverage my academic background in combination with proven visual design skills to create solutions that are both aesthetic and user-friendly.

SKILLS

User-Centered Design, Graphic Design, Heuristic Evaluation, Usability Testing, Research Methods, Information Architecture, Wireframing & Prototyping, User Interviews, Affinity Mapping, Data Visualization, Layout, Typography, Iconography, Branding, Art Direction, Painting & Illustration

TOOLS

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, AfterEffects), InVision, Miro, Basic HTML/CSS, Basic Python, Google Suite

EDUCATION

Bentley University, McCallum Graduate School of Business, Waltham, MA **January 2022–December 2023**
Master of Science in Human Factors in Information Design (User Experience) GPA: 3.97

- **Key Projects:**

- Redesign of the Boston Children's Hospital digital health site, including usability testing and construction of a high-fidelity working mobile prototype
- Optimization of online returns for VFC/The North Face through a new mobile prototype
- Assessment of Medtronic's CareAlert cardiac monitoring interface through heuristic evaluation and usability testing
- Exploratory research for the city of Boston on perceptions of surveillance technology through in-depth interviews and affinity mapping

Dartmouth College, Hanover, NH

Bachelor of Arts in Studio Art (with Honors)

2014

GPA: 3.7

EXPERIENCE

J.Jill Corporate, Quincy, MA

Digital Graphic Designer

September 2017–December 2022

November 2019–December 2022

- Designed landing page templates from wireframes to high fidelity, collaborating with other members of the web team as well as marketing and development representatives to progressively improve site user experience
- Oversaw image retouching, slicing, and release of new site content to developers on a monthly basis
- Led design of static and animated promotional assets for use in paid social media campaigns, involving a monthly review and release process as well as ad hoc requests for promotional designs
- Spearheaded creation of an embedded online catalog experience which resulted in increased shopper conversion
- Trained associate designers in relevant processes and workflows

Associate Digital Graphic Designer

September 2017–November 2019

- Collaborated with the web team to create landing page designs, promotional assets, and email designs with a consistent brand aesthetic
- Supported development of designs to promote products across a range of social media platforms

InCrowd Inc., Boston, MA

Contract Graphic Designer

January 2017–September 2017

- Created content marketing collateral, including white papers, social media content, and infographics
- Developed data visualizations and PowerPoints based on interpretations of raw data and blog content