


Sammy Robens-Paradise

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Experience

Journal Tech. / Product Designer

Aug. 2020 - Present

Working to develop the next generation of spend platform, I designed and develop the frontend for Journal and expense management tool. I conduct UX studies, write code and design our UI, bringing together the best of the product lifecycle

PUMA Utilities / Product Designer

May. 2020 - Aug. 2020

Designed UX studies evaluating mental models of data validation process used for experience-based interface redesign.

Created PUMA's global design system, establishing modern color palettes and a beautiful data-driven product look and feel.

Prototyped and developed component-based front-end infrastructure to increase product scalability.

Hootsuite / Software Developer

Sept. 2019 - Dec. 2019

Collaborated with design, product and Dev Ops teams to ship robust code used by over 18 million people.

Implemented front-end calendar service redesign to meet marketing needs of Hootsuite's global clients in react.js. Championed effort to develop flat frontend architecture in react.js, reducing render complexity.

Led initiative backed by 130 developers to create W3C AA accessibility implementation strategy at Hootsuite and developed accessibility CI/CD pipeline automation.

FFS (Unity Technologies) / QA & UX Lead

Sept. 2018 - Apr. 2019

Designed and implemented data-driven UX analysis for LEGO App to quantify engagement growth potential.

Led 3 project QA groups and lean infrastructure development from concept design to product delivery.

Increased web project test efficiency 50% by redesigning & optimizing test infrastructure.

Designed and developed python automated test infrastructure to quantify accuracy of computer vision system.

Skills

Create: Agile, Lean methodology, prototyping, Jira, SUMO Logic, data-driven UX analysis, CI/CD, iterative design, User Testing, A/B testing

Design: Adobe XD, Illustrator, Sketch, Figma, Photoshop, InDesign, Animate, Invision, web design, mobile app design, 2D animation, illustration, bootstrapping

Develop: React, Node.js, PHP, JQuery, Python, C/C++ C#, CSS (Sass & Less), HTML, MySQL, Docker, K8's, Ubuntu, VB, Git, Yarn, Npm, Jenkins, Django, Typescript

Projects

Github-Contributions-Counter: Node.js package allowing users to track their github contribution history

Intensif-Eye: Designed and developed with team of 4, react native application using GCP vision AI that extracts hard to read text from images for use by individuals who are hard of sight.

Education

Hnrs. Systems Design Engineering

The University of Waterloo, Class of 2023

Areas of Study: UX & ergonomic design, system modeling & analysis, prototyping and quantitative design patterns, HCI design, signal processing, circuit design, data structures and algorithms, system optimization.