

# Samantha King

## UI DESIGNER

### HELLO!

I’m an inquisitive visual designer with a background in tech who likes to get stuff done. I’m seeking opportunities where I can iterate early and often, grow from critique, and design clean and elegant solutions for any user.

### SKILLS

UI Design  
Wireframing  
Style Tiles  
Style Guides  
Iterating  
Prototyping  
Usability testing  
Leadership  
Presenting  
Content writing  
Sketching

### TOOLS

Sketch  
Illustrator  
Photoshop  
InVision  
Zeplin  
Proto.io  
Principle  
Pop  
AnimateMate

### EDUCATION

B.A., Art & Social Science Hampshire College Amherst, MA	2013
Independent Study UNEAC (Union of Writers and Artists) Havana, Cuba	2012

### SEE WORK

hellosamking.com

### SAY HI

hellosamking@gmail.com  
530.848.0559

### VISUAL DESIGNER

Capital One, San Francisco

Feb. 2017—Present

Working on capitalone.com, focusing on the homepage, header, and navigation with the long-term goal of creating a design system for capitalone.com. Work closely with product, engineering, and other teams to create user-centered modular solutions based in research.

Create pixel-perfect mockups to hand off to developers; present findings and recommendations to other teams; create style guides to aid in future design systems. Help conduct user research and user experience testing; create designs for A/B testing to gain insight about the site and move towards a modern, human, and friendly design that will be the face of Capital One.

### UX DESIGNER & RESEARCHER

Kiva, San Francisco

July—Sept. 2017

Led design thinking based workshops and created low-fidelity wireframes with Kiva to lead them to a holistic, user-centered redesign of their crowdvetting platform, Crowdveto.org. Volunteered my time as a part of Adaptive Path’s mission to bring design thinking and designers to non-profits.

### UI DESIGNER

DESIGNATION, Chicago

July—Dec. 2016

Designed websites, apps, and experiences using design thinking and agile methodologies. Created logos, moodboards, style tiles, mid to high fidelity, pixel-perfect wireframes, prototypes, presentations, and style guides for client delivery; conducted usability testing and iterated on UX designs with UX teams. Clients included Fabio Viviani Wines and Sojourn Fare.

### CLASS COORDINATOR

Hack Reactor, San Francisco

Aug. 2015—July 2016

Led cohorts of 40 students and owned students’ success and progress. Designed systems to streamline tasks; managed perceptions, proactively resolved conflicts, and led all student-facing communication.

### SALES DEVELOPMENT REPRESENTATIVE & BUSINESS INTELLIGENCE DEVELOPER

UserTesting, San Francisco

Sept. 2013—July 2015

A part of the original sales team: worked with marketing and user research teams to grow UserTesting’s reach into UX. Built lead pipelines, expanded deals with existing clients, established long-lasting relationships.

Evangelist for usability testing and UX: educated small and medium businesses about the importance of user experience and testing. Grossed over \$900k in total revenue brought in.