

# Samira Gibson

## Senior Product Designer

Designer | Dev | Leader

“

Focused on creating beautiful, functional, equitable and intuitive experiences

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## Toolkit

Adobe CC | Adobe XD | AEM | A-frame | Bezi | Blender3D | CSS/SCSS | C# | .NET | Figma | Framer | HTML | JS | PlayCanvas | ProtoPie | PlayCanvas | React | Unity | Vue.js

## Experience

### Freelance Designer | Dev @ ardd.tech || 2013 - Present

Working primary with local small businesses developing, maintaining, and shipping consumer products in a range of industries with a focus on mobile on UI design for mobile and AR integration.

### Interactive Developer @ The Philadelphia Inquirer || 2022 - 2023

Designed & developed accompanying interactive experiences for news articles, while taking a researched based approach to foster user engagement across multiple platforms-achieved using a combination of 3D, UX design tools, video editing, motion design and frontend technologies.

### Digital Design Lead @ Vox Optima || 2020 - 2022

Managed team of designers, photographers, videographers. Responsible for creation and maintenance of NAVSEA digital products, providing UX/UI solutions, introducing the first iteration of design guidelines and design system.

### UX Production Manager @ Campbell's Soup || 2021 - 2021

Led team of product managers and UX designers through the launch of new features and four new products. Worked with stakeholders to ensure latest features were shipped on time, moderated user testing sessions.

### Lead UI Designer | Consultant | Assoc. Video Dir @ David's Bridal || 2019 - 2020

Headed migration of DB site to AEM, while updating and designing new components, building on AEM's out-of-box components. Refining DB's social presence through creation of video content, edited commercials for broadcast, assistant director of video.

### Digital Designer-International Markets @ AMResorts || 2016 - 2018

Developed emails, landing pages, and micro sites across six brands, along with video editing for commercials and on resort entertainment, all tailored to consumers abroad. Team lead for South American and Canadian markets.