

Samantha Mah

Curious and **empathetic** user experience designer with 6+ years of human-centered design experience. Passionate about people and the power of creative problem-solving.

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in/samanthamah-design

WORK EXPERIENCE

UI/UX Designer @ [HackDavis](#) Nov 2023 - Present

- Designing the website of the largest collegiate hackathon in California to spark excitement and increase attendee registration through the use of inclusive design that delights
- Exercising attention to detail and liaising with software engineers to ensure designs are implemented successfully

Design Peer Advisor @ [UC Davis](#) Apr 2023 - Present

- Advising undergraduate design students on academic policies, classes, degree progress, and extracurricular opportunities
- Creating department-wide weekly newsletter sent to 2,000 students and representing the Arts Advising Group

UX Designer @ [Davis Design Interactive](#) Oct 2022 - Present

- Re-designing the UC Davis Online Sexual Violence and Sexual Harassment Incident Report Form used by 35,000+ students
- Conducting user research to improve the information architecture and streamline visual design to be more intuitive
- Designing responsive experiences for smaller screen sizes while adhering to UC Davis's Brand Communication Guide

Product Designer @ [CodeLab](#) Feb 2023 - May 2023

- Collaborated in a cross-functional team with developers and a project manager at a social media start-up to design a web application for creators and brands to discover each other
- Inaugurated brand campaign processes

Product Design Intern @ [Roblox](#) Oct 2019

- Worked in a team setting to create an engaging and inclusive social experience for teenagers while utilizing the design thinking process
- Empathized with users and identified user needs, ideated and created low-resolution prototypes, engaged in user testing, reiterated, and presented final project with mockup wireframes to CEO

EDUCATION

[UC Davis](#)

2021 - 2025

3.9 GPA, 5x Deans' Honor List

B.A. Design, B.A. Science & Technology Studies
Professional Writing Minor

[Design Tech High School - Oracle](#)

2017 - 2021

Project-based curriculum modeled after design thinking, a problem-solving practice from Stanford University; development of self-efficacy, creative purpose, and adoption of feedback as actionable information.

SKILLS

Design thinking, interaction design, visual design, design systems, ideation, prototyping, user research, usability testing, copywriting, content strategy, storytelling

TOOLS

Figma, Adobe XD, Illustrator, Photoshop, After Effects, InDesign, Lightroom, HTML/CSS, JavaScript, Jira