SAMMUEL NEVAREZ
UX/UI DESIGNER / FRONTEND ADVOCATE

951.226.4953
adaptify.design@gmail.com
adaptifydesign.com
samnevarez
adaptifydesign
samnevarez

Product Designer with 12+ years of experience. My passion is to elevate and strengthen the relationship between design and frontend teams to improve the user experience of digital products with a business-oriented mindset.

EDUCATION / CERTIFICATIONS

2020 | General Assembly
Frontend Development

2015 | Mt. San Jacinto JC
AA in Communications

EXPERIENCE

Dentsu / Merkle | Sr. UX/UI Design Engineer
Oct 2023 - Apr 2025

I built and maintained an enterprise-grade design system for Herbalife.com, scaling it across multiple digital products to support two UX teams and optimize end-to-end workflows. I enforced proper Figma library standards across both teams and created complex component properties that reflect business/product user journeys. This reduced design debt, enforced brand consistency, and significantly accelerated the design-to-development handoff each sprint. With my expert knowledge in figma, I merged and published many branches each week. I migrated and consolidated components on spec pages and built tools such as audit + annotation cards to for internal UX/Dev documentation.

Adaptify Design | User Experience Design Strategy
Jan 2023 - Oct 2023

By combining innovative design and marketing principles, I elevated businesses toward sustainable growth and success. Using UX strategy, I help businesses validate their decisions in established and emerging markets. I provide branding and website solutions for Hospitality and Property Management, and Healthcare industries to elevate their customer
acquisition in a competitive landscape.

Rehab Media Network | Sr. UX/UI/CRO Designer
Feb 2022 - Nov 2022

As lead designer for the addictions.com flagship site, my focus was on optimizing call conversions and improving the user experience in searching for alcohol/drug rehab centers in the U.S. Through meticulous multi-variation testing using VWO and advanced analytics tools like Google Analytics, Hotjar, and Heap, I aimed to identify areas for improvement. By formulating user research and data-driven strategies, we intended to enhance user engagement metrics like time on page, user flows, and call-to-action effectiveness. Collaborating closely with front-end developers, I implemented mobile scaling parameters using dynamic design tokens and following SCSS functions for better device legibility. Additionally, I developed design systems to ensure consistency across all web properties.

Internet Brands | Sr. UI Design Engineer
Nov 2018 - Feb 2022

In collaboration with cross-functional teams, including Product, Frontend, Backend, and PMs, I played a key role in overhauling our Web Builder. To ensure a dynamic and efficient design system, I crafted development-focused specifications, encompassing variables, flex properties, margins, and paddings. Serving as the lead designer, I provided expert guidance to design teams, facilitating color logic to meet ADA compliance, well-structured wireframes for modules with multi-layout options, component spatial awareness, hierarchies, and seamless integration with frontend technologies. I developed comprehensive instructions for module settings and component scalability, enabling flexible configurations and streamlined user experiences for new product features. These development specs, and design standards elevated our platform's performance and usability.

TOOLS

Figma
Sketch
Adobe CC
Google Analytics
Optimizely / VWO
Asana / Jira
Confluence
Heap

SKILLS

UX Strategy
UX Research
CRO Design
Journey Mapping
Prototyping
Wireframing
A/B Testing
Brand Identity
Agile / Lean UX

DEV / TECH

HTML / SCSS / CSS
JavaScript
Github / NPM / Bash

SPEAKING ENGAGEMENTS

2023 | TEDx MJSC
Exploring the origins and evolution of design, as it shapes the future of our behaviors and expectations

American Addiction Centers | UX/CRO Designer   Feb 2017 - Nov 2018

CRO Designer - I led multi-variation tests to optimize web ads and navigational components using Optimizely. My aim was to boost call conversions, click-through rates, form submissions, and overall traffic performance. Understanding user behaviors, addiction, and its impact on individuals and families, I conducted thorough UX audits, focusing on information architecture, traffic patterns, content value, navigational efficiency, and user flows. Armed with these insights, I crafted UX avenues to drive conversions and presented low/high fidelity concepts to achieve departmental goals. These tests achieved impressive results, with lifts ranging from 5% to 25% in call generation involving thousands of calls per month, potentially amounting to significant annual earnings. Continuous optimization aimed to positively impact recovery support seekers.

American Addiction Centers | Content Production Manager   Feb 2016 - Nov 2017

Content Page Production Manager - I managed a team of production artists and ensured that their tasks were properly allocated and completed each week in order to meet monthly quotas. I composed technical documentation with guidelines and procedures for multiple web properties to ensure that articles and blog posts properly rendered images, short-codes, code snippets, and responsive styles. I was also responsible for managing assets such as branding components, stock photos, and their licensing/restrictions.

DecisionLogic | UX/UI Designer | 2 Month Contract   Jul 2018 - Aug 2018

I designed a responsive web widget that allows users to search and connect with a bank of their choice on behalf of a lender in order to determine eligibility for a mortgage or loan. I defined user flows and created a friendly language along with key visuals to support a comprehensive Multi-Factor Authentication (MFA) process. This project included the design of low/high fidelity prototypes specifically with development specifications and guidelines. I also design a variety of MFA screens such as SMS, secret answer verification and error messages to support a wide range of possible outcomes.

Northeastern Anesthesia PhysiciansNortheastern | UX/UI Designer | 2 Month Contract   Nov 2017 - Dec 2017

I designed a fully responsive website / payment process by using google's material design as the primary design system. I established a grid layout and frontend parameters by working closely with the lead developer. I created low/high fidelity prototypes to support development specifications for validation and error messaging

Evaero Digital Marketing | Multimedia Designer & Jr Frontend Developer   Apr 2014 - Feb 2016

I designed staff pages, responsive galleries, and impactful landing pages dedicated to mental health and addiction treatment. Additionally, I made significant enhancements by fine-tuning contact forms, sliders, and galleries. My expertise extended to crafting branded emails through platforms like MailChimp and Constant Contact. In a leadership role, I conducted design briefings, effectively guiding the team, and collaborated closely with senior developers by providing detailed specifications and wireframes. My hands-on involvement extended to supporting senior developers in crafting HTML/SASS pages, as well as applying unique styles to WordPress blogs and press releases across our web properties.

Christrio | Multimedia Specialist   Aug 2013 - Apr 2014

I redesigned the company's branding, website, and online catalog to fit industry expectations. I designed weekly ads for NailPro magazine and Scratch magazine from United Kingdom. Created ads to emphasize a product's features or uniqueness by formulating concepts that conveyed simplicity, modernism, and luxury.

Trinnovations | Web Designer / QA Web Tester   Feb 2010 - Jan 2013

I partnered closely with web developers to shape the functionality and visual aesthetics of our websites, while also taking charge of designing intuitive UIs for CMS functionality. A key highlight was my role in crafting comprehensive technical documentation for regression testing. This meticulous process involved thorough examinations to uncover any glitches in functionality, UX, security, browser compatibility, and user authentication.