

SAMMUEL NEVAREZ

UX/UI DESIGNER / FRONTEND

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MY OBJECTIVE

Product Designer seeking innovative role in mission-driven organization. Committed to leveraging expertise for creative solutions, personal growth, and collaborative success within agile environment.

EDUCATION / CERTIFICATIONS

General Assembly 2020

Frontend Development

Mt. San Jacinto College 2015

AA in Communications

SKILLS

DESIGN

Figma, Sketch, Adobe Suite
UX / UI / Wireframes / Prototypes
Design Systems / User Journey + Flows
Google Analytics / SEO / IA

PLANNING

Asana / Jira / Confluence
Agile / Lean UX
Design Sprints

DEV / TECH

OpenAI / ChatGPT
HTML / SCSS / JavaScript
Github / Bash

EXPERIENCE

Head of Design

2023-Present

Livid Dital Marketing Agency

My collaborative approach involves comprehending clients' vision to craft compelling design strategies. My expertise in UX research, prototyping, and iterative testing leads to user-centered solutions. I create handoffs and design systems for our brands, ensuring website efforts align with brand expectations and deliver high-quality designs to elevate our online presence.

Sr. UX/UI/CRO Designer

2021-2022

Rehab Media Network

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 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 following SCSS Standards for better device legibility. Additionally, I established logical color and typography systems to ensure consistency across current and future web properties.

Sr. UI Design Engineer

2018-2021

Internet Brands

In collaboration with cross-functional teams, including Product, Frontend, Backend, and Project Managers, 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 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, layout options, and component scalability, enabling flexible configurations and streamlined user experiences. Clear wireframes, development specs, and design standards elevated our platform's performance and usability.

Content Production Manager to CRO Designer

2016-2018

American Addiction Centers

CRO Designer - 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, potentially amounting to significant annual earnings. Continuous optimization aimed to positively impact recovery support seekers.

Content Page Production Manager - I enhanced mental health and addiction treatment with responsive staff pages, video/photo galleries, and landing pages. Customized communication with branded emails, fostering collaborative discussions, and supporting senior developers. Ensured high quality through thorough technical documentation and impactful digital experiences for recovery support.

Multimedia Designer & Jr Frontend Developer

2014-2016

Evaero Digital Marketing

I developed staff pages, responsive galleries, and landing pages for mental health and addiction treatment. Modified contact forms, sliders, and galleries while designing branded emails using MailChimp and Constant Contact. Led design briefings and aided senior developers with specifications and wireframes. Supported seniors with HTML/SASS pages and styled WordPress blogs and press releases for web properties.

Web Designer / Tester

2010-2013

Trinnovations

Conducted thorough testing of authentication and user sessions. Collaborated seamlessly with web developers to optimize site functionality and visual coherence. Designed Admin setting user interfaces, ensuring an intuitive user experience. Composed technical documentation, enabling comprehensive regression testing.

SPEAKING ENGAGEMENTS

2018 - TEDx at Mt. San Jacinto College

Exploring the origins and evolution of design, this presentation delves into its impact on human behavior, both in the past and its potential to shape the future as it continues to evolve and use us to get there.

2018 - San Diego JS Meetup

San Diego's JavaScript Meetup (100+ developers) at Zeeto. Demonstrating the process of designing handoffs with dev specific requirements with sketch and InVision.