

Sam Stringer-Hye

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SUMMARY

Experienced Product and UX/UI designer with 10+ years of crafting intuitive, high-performing digital experiences for top brands. Skilled in designing scalable systems, motion design, and seamless user interactions that bridge creativity and functionality. Adept at collaborating with cross-functional teams and stakeholders to bring user-centered solutions to life. Passionate about refining and elevating digital experiences through thoughtful design and problem-solving.

EXPERIENCE

Associate Design Director

Razorfish

October 2021 - Present, Remote

- Led UX and production for Samsung's Bespoke Design Studio, an online customization tool for luxury appliances. Through user research and iteration, reduced exit rates by 14% and increased add-to-cart rates by 24%.
- Contributed to major redesigns for Samsung's B2C website and Frontier's MyFrontier app, building design systems, page layouts, components, and user journeys. These efforts led to a 10% increase in conversion rates (\$143M additional revenue) for Samsung and a 22% increase in autopay sign-ups for Frontier.
- Developed a flexible design system for CVS Pharmacy's e-commerce platform, modernizing the UX and increasing conversion rates by 12%.
- Built CRM brand guidelines and Figma templates for Samsung, improving consistency and reducing production time by 50%.
- Established and led a Designers & AI Craft Group, fostering discussions on emerging tools, workflow efficiencies, and industry trends to enhance team capabilities.
- Mentored junior designers, providing guidance on design systems, UX best practices, and career development, helping to strengthen team skills and collaboration.
- Specialized in creating scalable design systems, optimizing UX for e-commerce and digital tools, and leveraging motion design to enhance engagement and conversions.

Senior Designer

Razorfish

June 2018 - October 2021, New York, NY

- Developed prototypes and motion interactions for Samsung's Smart Home marketing page, illustrating real-life applications of smart home products and driving a 5% increase in SmartThings sales.
- Designed prototypes and user flows for Barclays' finance app, helping shape a new customer experience that improved customer satisfaction by 10%.
- Built motion and interaction systems for Pilot Flying J's mobile app, introducing dynamic animations and micro-interactions that enhanced user engagement and increased positive app reviews by 15%.

Motion & Product Designer

Independent

August 2016 - June 2018, New York, NY

- Developed an interactive motion system for Walmart's voice-activated eCommerce platform pitch, crafting a dynamic voice persona through animation and prototyping to showcase responsive engagement and intuitive user feedback.
- Developed motion systems for a McDonald's drive-thru pitch, showcasing concepts to improve efficiency and customer experience.
- Created an interactive motion prototype for Google's editorial platform, helping visualize animations for the client before implementation, ensuring a smooth transition to development.

Art Director

Mashable

March 2014 - August 2016, New York, NY

- Led design and art direction for Mashable's Snapchat Discover launch, defining its visual identity and brand voice for a new audience. Developed and implemented cross-platform motion design systems, creating a cohesive brand experience across six digital channels.
- Coordinated a multidisciplinary team of animators, illustrators, editors, and producers, managing daily tasks and overseeing incoming projects to ensure smooth workflow, high-quality execution, and timely delivery.

Motion Designer

NowThis News

August 2012 - March 2014, New York, NY

- Developed motion templates to streamline production and maintain brand consistency across viral social content.
- Redesigned the brand identity at a pivotal early stage, creating a sleek, modern visual system that strengthened recognition and boosted audience engagement across social platforms.

EDUCATION

BFA in Film Editing

Watkins College of Art, Design & Film • Nashville, TN • 2011

SKILLS

Soft Skills: Cross-Functional Teamwork, Storytelling, Client Engagement, Public Speaking, Mentoring

Expertise: UI, UX, Typography, Icon Design, Branding, Motion Design, Prototyping, Wireframing, User research, Brainstorming

Software: Figma, Sketch, After Effects, Photoshop, Illustrator, Framer, Protopie, Zeplin, InVision