

Samuel Garvens

UX/UI Designer

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Relevant Experience

Brushies, Palo Alto, CA

UX/UI Designer

November 2024 - Present

- Sustain a growing subscriber base of 300+ digital artists, validating product-market fit for an art-focused SaaS platform through organic, user-driven growth
- Refine subscription content strategy using insights from 20+ user interviews and 3 usability studies, resulting in a 25% reduction in churn
- Design, prototype, and iterate responsive, mobile-first interfaces in Figma, leveraging design systems to ensure consistency and reduce bounce rate by 18%
- Optimize user flows and restructure information architecture, decreasing task completion time and improving overall usability

Wonders & Worries, Austin, TX

UX/UI Designer, Marketing Specialist

May 2023 - May 2024

- Conducted user research and needs assessments to identify service gaps for families facing medical hardships, streamlining support offerings and improving program access
- Led UX strategy and content design, increasing cross-platform followers by 50% and driving measurable improvements in community engagement and reach
- Designed and executed data-driven media strategies using Meta Ads, GA4, and email analytics to boost conversion, increasing campaign click-through rates by 30%
- Aligned design initiatives with organizational goals, collaborating with cross-functional leadership to ensure brand consistency and human-centered designs

Projects

Bluesky Accessibility Redesign, Remote

May 2025

- Redesigned Bluesky to encourage platform adoption among hesitant users leaving X and Threads
- Ideated and integrated UX solutions within a simulated 5-day design sprint

Grumnaile, Remote

July 2022 - Present

- Operate a personal e-commerce site, using user insights and analytics to optimize product offerings, improve UI, and increase conversion while fulfilling over 2,000 orders

Riot Games Arcane Campaign, Remote

Dec 2024

- Created original visual assets to promote Netflix's 'Arcane' Season 2 soundtrack, generating over 1,000,000 impressions across digital platforms

Education

The University of Texas at Austin

Red McCombs School of Business

Bachelor of Business Administration

May 2024, GPA 3.8

- Awarded University Honors 8 consecutive semesters

Google

Google UX Design Professional

Certificate, May 2025

Stanford University

Technical Fundamentals of Generative AI

Certification, November 2024

Skills

Research

Excel, PowerPoint, Qualtrics, MATLAB, R, Tableau, GA4, User Interviews, Usability Testing, A/B Testing, Competitive Analysis, Journey Mapping, Affinity Mapping, User Flows

Design

Figma, Miro, Sketch, Adobe Creative Suite, Adobe XD, Interaction Design, Mockups, Wireframing, Prototyping, Design Systems, Information Architecture, Responsive Design

Development

HTML, CSS, Python, JavaScript Webflow

Languages

English, Japanese (conversational), Spanish (elementary)