

Sam Woolson

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About Me

I've combined my experience as a UX/UI designer and a Front-end developer to bring ideas to life by reducing the friction between design and implementation. I thrive on using creative thinking and problem-solving to bridge gaps and create meaningful connections.

Skills

Consulting & Leadership

- Leading stakeholders through clear, data-informed design processes.
- Driving cross-functional collaboration to achieve user-centered, business-driven goals.

UX/UI Design

- Conducting user research, competitor analysis, and creating high-impact interfaces.
- Expertise in accessibility (WCAG standards, A11y) and usability best practices.

Development

- **Front-End:** HTML, CSS, SCSS, JavaScript, React, Vue.js.
- **Back-End:** Node.js, PHP, SQL, NoSQL (MongoDB), APIs (REST, GraphQL).
- **CMS:** Drupal, WordPress, Sitecore.

Tools

- **Design:** Figma, Adobe CC (Photoshop, Illustrator, InDesign, After Effects), Adobe XD.
- **Development:** Git, Docker, Bitbucket, GitLab CI/CD.
- **Collaboration:** Confluence, Jira, Asana, Notion, Harvest.

Work Experience

Independent Contractor

UX/UI Designer | **2022 – Present**

- **Mobile App UI Design:** Delivered intuitive, accessible interfaces for a large academic medical center, optimizing user experience for healthcare professionals and patients.
- **E-Commerce Website Design:** Developed user-friendly interfaces for small businesses, increasing user engagement and driving conversions.

- **Consulting & Strategy:** Advised businesses on UX/UI best practices to stay competitive in a fast-changing digital market.

Red Eye Press Print Shop

Owner and Designer | **Oct 2024 – Present**

- Founded and managed a print business specializing in t-shirt designs, signage, posters, and branding materials.
- Developed a unique brand identity to stand out in the competitive e-commerce market.

Cozibear Bakery & Crafts

Designer | **Sept – Oct 2024**

- Created a cohesive brand identity, logo, and hand-painted signage to enhance the in-person customer experience.

Modea

UX/UI Designer II | **Aug 2023 – Sept 2024**

- Collaborated with academic medical centers to create WCAG-compliant, responsive designs.
- Worked within agile sprints and expanded CMS platform expertise.

Matchbox Design Group

Intern | **May – July 2023**

- Contributed to website style guides, creative brainstorming, and front-end issue resolution using JavaScript, HTML, CSS, and PHP.

Education

Savvy Coders Certificate – Full-Stack Development | **2023**

Designlab UX Academy Certificate – UX/UI Design | **2022–2023**

BFA in Graphic Design (Concentration in Illustration) | **2011–2016**