

Sam Woolson

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About Me

I am passionate about designing and implementing digital experiences that not only meet business goals but also empower users to achieve their objectives in the most seamless and inclusive way possible.

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**