

Samantha Jacob

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Design leader shaping end-to-end product experiences at scale, with AI woven through strategy, systems, and craft. Known for turning ambiguity into direction, and design work into measurable business results.

EXPERIENCE

Senior UX Architect, Sharp HealthCare

October 2025 – Present, San Diego, CA / Remote

- Provide architectural thought leadership across Sharp's digital ecosystem — Sharp.com, the mobile app, and connected patient-facing products — setting the high-level direction for how users experience every touchpoint, and recently led UX strategy and design for an enterprise-wide mobile app refresh that lifted app store ratings at launch.
- Partner with architects across web development, enterprise analytics, and Epic technologies to align UX, platform, and data strategy, and guide responsible AI integration — trialing and validating use cases to ensure every implementation delivers meaningful patient and business value rather than novelty.

Senior Product Designer, Sharp HealthCare

June 2020 – October 2025, San Diego, CA / Remote

- Directed design strategy and delivery of Sharp's flagship digital experiences — including the Epic MyChart-integrated mobile app (500,000+ activations in year one) and the Sharp.com migration to Contentful — driving patient engagement and conversion for 9.4M+ annual visitors while generating multimillion-dollar operational savings.
- Established a unified, WCAG-compliant design system and piloted AI-powered design workflows that cut time-to-market by 40% and idea-to-approval from weeks to days, while partnering with executives and engineers and mentoring designers to elevate craft across teams.

UI Designer, Sharp HealthCare

February 2018 – June 2020, San Diego, CA

- Designed and optimized consumer-facing digital experiences like online scheduling and urgent care access, driving double-digit growth in appointment bookings and improved patient satisfaction, while establishing scalable engineering collaboration practices that shortened delivery timelines by 20%.

Graphic Designer, Sharp HealthCare

October 2014 – February 2018, San Diego, CA

- Led creative strategy and production for multi-channel campaigns — delivering 200+ digital and print assets annually and partnering with digital marketing to strengthen Sharp's brand and drive tens of thousands of additional patient visits across service lines.

Graphic Designer, ProFlowers (FTD)

November 2013 – June 2014, San Diego, CA

- Designed and delivered seasonal campaigns and digital assets for nationwide holiday promotions, supporting millions of customer interactions and driving significant revenue growth during peak sales periods.

EDUCATION

Ringling College of Art & Design
BFA, Advertising Design

General Assembly
UX Design Course

SKILLS

Design leadership
UX strategy
Design system governance
Product discovery
Accessibility compliance (WCAG)
Typography and layout
Color theory
Data-driven design
Human-centered design
Agile collaboration
Cross-functional facilitation
Design storytelling
Stakeholder alignment
Mentorship
Design operations (DesignOps)

TOOLS

Figma, Figma Make, FigJam, Adobe CC Suite, Sketch, InVision, Storybook, Atomic Design, Notion, Jira, Confluence, Miro, WCAG compliance tools (WAVE, Axe, Lighthouse), HTML/CSS basics, React basics, Epic MyChart integration, Contentful CMS