

Samantha Jacob

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Senior product designer and UX architect with 12+ years shipping consumer-scale healthcare experiences, with AI woven through strategy, systems, and craft — from a flagship app with 500K+ activations in 3 months to workflows that cut time-to-market by 40%.

EXPERIENCE

Senior UX Architect, Sharp HealthCare

October 2025 – Present, San Diego, CA / Remote

- Set creative direction and architectural strategy across Sharp's consumer-facing digital ecosystem — Sharp.com, the mobile app, and connected patient products — defining experience frameworks and principles for every touchpoint, partnering with the brand team while leading efforts across digital and IT, and recently led UX strategy and design for an enterprise-wide mobile app refresh that lifted app store ratings from 3.9 to 4.6 at launch.
- Leading design for a new patient onboarding experience that helps consumers navigate a complex health system, discover in-network services and locations, and adopt self-service features like medication renewals/refills and proxy account management — building activation, trust, and long-term engagement.
- Partner with architects across web, analytics, and Epic to align UX, platform, and data strategy, and guide responsible AI integration — including supporting the launch of an internal AI chat experience (TalkDesk) and validating consumer-facing AI use cases that deliver meaningful value over novelty.

Senior Product Designer, Sharp HealthCare

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

- Directed end-to-end design strategy and delivery of Sharp's flagship consumer experiences — including the Epic MyChart-integrated mobile app (500,000+ activations within the first 3 months) and the Sharp.com Contentful migration, redesigning the homepage, find-a-doctor, and multi-index search experiences (providers, locations, events) — driving engagement and conversion for 9.4M+ annual visitors and multimillion-dollar operational savings.
- Established a WCAG-compliant design system, authored journey maps and experience principles that shaped onboarding and activation, and piloted generative AI workflows that cut time-to-market by 40% and idea-to-approval from weeks to days — while partnering with executives and engineers, scaling the team's design operations, 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 that strengthened Sharp's brand and drove tens of thousands of incremental patient visits.

EDUCATION

Ringling College of Art & Design
BFA, Advertising Design

General Assembly
UX Design Course

CERTIFICATIONS

International Accreditation
Program for UX Professionals
(IAUXP)
Interface Design
UX Management

SKILLS

Consumer product design, UX strategy, Design leadership, Personalization, Onboarding & activation, Journey mapping & experience frameworks, Design system governance, Product discovery, Conversational & agentic interface design, Generative AI for design, Accessibility compliance (WCAG), Human-centered design, Data-driven design, Cross-functional facilitation, Stakeholder alignment, Mentorship, DesignOps

TOOLS

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