Samantha Jacob

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🖥 Experience

Senior UX Designer, Sharp HealthCare
June 2020 - present, San Diego, CA

Responsible for the visual design of all Sharp HealthCare's digital products.

- Designed and launched our first-ever comprehensive Design System (DSM) utilizing a Figma/Notion/Contentful workflow, and led a small team through the production, documentation and development processes.
- Creative directed our DXP migration and site redesign projects for Sharp.com and our affiliate sites.
- Designed and creative directed our new, custom Epic/MyChart mobile app and corresponding web portal experiences.
- Art directed our first-ever site photoshoot to capture authentic and relatable imagery that aligns with our personas and offers a meaningful sense of diversity and inclusion.
- Ensures all designs and site components are WCAG compliant, and meets the usability needs of our highly diverse population by leveraging customer feedback, trend research, in-depth site analytics, and bi-weekly user testing findings.

UI Designer, Sharp HealthCare
February 2018 - June 2020, San Diego, CA

- Executed all visual design stages from research and conceptual phases all the way to final hand-off to development team.
- Designed interfaces for new consumerism initiatives such as online appointment scheduling, virtual urgent care, convenient payment options and account preferences.
- Collaborated with agile, multi-disciplinary teams to evaluate the feasibility of proposed features and created phased approaches to development, while also ensuring all designs were executed as intended.
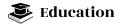
Graphic Designer, Sharp HealthCare
October 2014 - February 2018, San Diego, CA

- Was responsible for design, production and brand development on a wide range of Sharp's web, print and advertising efforts.
- Worked closely with advertising, digital marketing and development teams to establish new and existing features across Sharp's web and mobile platforms.
- Designed and animated HTML5 content for Sharp's Open Enrollment periods and other major service-line campaigns.
- Produced, edited, and shot monthly video reel that highlighted Sharp's PR achievements in the community.

Graphic Designer, ProFlowers/FTD
November 2013 - June 2014, San Diego, CA

- Designed and implemented cohesively branded campaigns for the ProFlowers brand across web, print and social media.
- Strategized and designed seasonal campaign styles for upcoming holiday takeovers.
- Created new designs and templates for display banners, emails, and landing page assets.
- Designed ProFlowers sponsored content for affiliate sites such as AOL, Yahoo, Pandora, and LivingSocial.

🎓 Education

2009-2013
Ringling College of Art & Design
Bachelor of Fine Arts, Advertising Design

2019
General Assembly
10 Week, Part-Time, UX Design Course

⚒ Skills

Proficient in Figma, Sketch, Notion, InVision, Adobe CC: XD, Photoshop, Illustrator and InDesign; Microsoft Office. Completed General Assembly Dash course for basic HTML5, CSS and Javascript skills.