

# Samantha Maggaard

## Senior UX/UI Designer

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*(Request for recent work)*

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## EDUCATION

### Millersville University of Pennsylvania

Millersville, PA | Spring 2016

B.A. in Interactive and Graphic Design

## SKILLS

### UX Design

Interviews & Surveys  
Usability Testing  
Qualitative Research  
Organization  
Information Design  
Data Visualization  
Interaction Design

### Software

Photoshop  
Illustrator  
Adobe XD  
Indesign  
AfterEffects  
Sketch

### Programming

HTML  
CSS  
Bootstrap

### UI Design

Design Strategy  
Wireframing  
Prototyping  
User Interface  
Visual Design  
Branding  
Web/App Design

### Other

Project Management  
Costume Design  
Motion Design

My creative experience includes a strong passion for several areas of design with the proven ability to direct and design from digital marketing to user experience. As a detail-oriented designer, I enjoy being a part of the process from start to finish.

## WORK EXPERIENCE

### Thomas Jefferson University Hospitals

#### Senior UX/UI Designer (Web Technologies) - Philadelphia, PA. | Nov. 2020–Present

- Lead strategy meetings and conducted various qualitative research methods for the redesign of the MyChart patient experience, that led to increased scheduled healthcare appointments.
- Collaborated on applications of data analytics, user experience, and design thinking to redesign a user-focused healthcare blog.

#### UX/UI Designer (DICE Group) - Philadelphia, PA. | Mar. 2019–Nov. 2020

- Worked with multiple internal teams to brainstorm, strategize project workflows, and conduct user research while maintaining client engagement throughout the entire project journey. (Virtual waiting rooms, staffing allocation tools, etc.)
- Responsible for building wireframes, prototypes, and responsive designs for digital healthcare services.

### Petplan Pet Insurance — North America

#### UX/Senior Interactive Designer - Newtown Square, PA. | Jul. 2018–Mar. 2019

- Organized strategic meetings to review monthly campaigns and lead creative on brand consistency, email marketing, and web design.
- Onboarded and trained new team members within the marketing team.
- Responsible for executing motion graphics, prototypes, responsive designs, A/B testing and handing off final designs influenced by user testing.
- Increased customer conversions through SEO and CRO strategy and analytics.
- Collaborated with product and development teams to develop a re-branded website and sales funnel experience.

#### Interactive Designer - Newtown Square, PA. | Oct. 2016–Jul. 2018

- Conceptualized and designed digital marketing assets such as prospecting and retention emails, email series, newsletters, banner ads, social media and partnership campaigns.
- Coordinated with copywriters, developers and cross-functional teams on multi-channel projects through an Agile approach.
- Designed branding style guides (logos, illustrations, infographics, etc.).
- Worked with photographers and designers to assist with internal photoshoots.

## TALKS

### Learning to Think/Thinking to Learn in 3D

Lancaster Learns Conference | Feb. 26, 2016

### Meaning of User Testing

World IA Day 2016 Conference | Feb. 20, 2016

### Process of Responsive and Web Design

UpNext Fest: Bar Camp | Oct. 10, 2015

### Intro to HTML and CSS

Hempfield High School | Feb. 6, 2015

## AWARDS/FEATURES

### 2018 Gold Stevie Winner

Petplan Home/Welcome Page

### Really Good Emails

Petplan's Black Friday savings

## FREELANCE

### Prescribed Marketing Group

#### UX/UI Designer - Glen Mills, PA. | May. 2020–Present

- Delivered end-to-end marketing campaigns for a full-service agency that has a diverse portfolio in healthcare, retail and the entertainment industry.
- Designed eye-catching materials (entertainment campaigns, apps, dashboards, digital advertisement and much more).

### Brandywine Ballet

#### Seamstress & Costume Designer - West Chester, PA. | Sept. 2012–Present

- Conducted textile research and executed new costume construction, alterations, repairs and added embellishments for full-length productions.

### DOCS Health

#### Web/Interactive Designer - Pipersville, PA | May. 2020–Aug. 2020

- Presented pitch decks to stakeholders, redesigned interactive websites, built multiple digital health assessment screening apps and designed supportive marketing collateral for [docs.health/works](https://docs.health/works)/[docsdental.health](https://docsdental.health).