samara diaz
product designer

samaradiaz.com
samaradiazsanchez@gmail.com
New York, NY
+1 (917) 601-3490

Product designer with 4+ years of experience crafting interfaces for complex enterprise workflows. Specialized in B2B SaaS platforms, with a strong background in designing technical tooling, configuration flows, and integrations.

Experience

Altus Group | Senior UX Designer   New York
Feb 2025 – Present

- Led end-to-end design across the ARGUS product suite, acting as the subject matter expert for Valuation and Acquisition workflows.
- Built the ARGUS Intelligence platform 0 → 1 , shaping core features including admin settings, user and data management, single sign-on, home dashboard, navigation and file upload/ETL tools.
- Designed a dual-methodology reporting dashboard for ARGUS Enterprise, reducing time-to-model by 50%.
- Conducted user research across the US, Canada, EMEA, and APAC – gathering insights from clients and internal teams to drive strategic design decisions.
- Participated in product roadmap planning and executive meetings to inform product vision and prioritization.
- Delivered user journey maps, wireframes, low and high-fidelity designs, and interactive prototypes to test and build design solutions.
- Contributed to various design systems on Figma
- Organized and facilitated monthly UX Lunch & Learns to share design best practices, foster team collaboration, and promote design excellence.

Altus Group | UX Designer
Jun 2022 – Feb 2025

OCAD University | Student Services Coordinator   Toronto
Apr 2017 – Jun 2022

- Designed and produced digital signage, way-finding, print materials, social media content, and videos to support student recruitment, retention, and campus engagement efforts.

YourMd.ca | UX Designer
Sep 2020 – Feb 2021

- Designed desktop and mobile interfaces for the CAREHealth platform and YourMD website.
- Conducted competitive analysis, market research, and user interviews to drive design decisions.
- Delivered low and hi-fidelity prototypes to gathered feedback to refine and enhance product usability.

Visual Analytics Lab OCADU | UX Designer
Oct 2018 – Mar 2019

- Created data visualization deliverables for the Centre of Aging + Brain Health Innovation, leading to continued financial support from provincial and federal sources.

Education

2019

BrainStation
User Experience Certificate

2018-2019

OCAD University
School of Continuing Studies
Web Design & Development
Skills Certificate

2013-2017

OCAD University
Bachelor of Industrial Design

Minor | Entrepreneurship & Social Innovation

Skills

User research   Prototyping
Usability Testing   Competitive Analysis
Journey Mapping   Heuristics Evaluation
Data analysis   A/B Testing
Cross Functional Collaboration
Strategy   Growth   Design Systems
Motion Design

Tools

Figma   Adobe Creative Suite
WebFlow   Miro   AI & Emerging Tools
Sprig   Confluence
Sprint Planning Tools   Google Analytics
3D Rendering Tools

Awards

2017 **Excellence Award** | OCADU
Student Leadership Awards

Projects

2021 **ZenSpend**
Founding Product Designer

Languages

English Native
Spanish Native