

Samantha Simon

Senior Product Designer

www.samanthasimon.design
in/samanthaasimon

EXPERIENCE

Unqork

Senior Product Designer

MAR 2024 - PRESENT

- Defining and leading the design strategy for AI initiatives and logic orchestration, enabling scalable, intuitive enterprise application development and accelerating time to market.
- Driving cross-functional alignment by leading ideation and co-creation sessions with product and engineering, establishing user experience principles that streamline decisions and strengthen strategic focus.
- Shaping the long-term product vision and roadmap through user research, journey mapping, and rapid prototyping to guide product strategy.

Product Designer

JUL 2021 - MAR 2024

- Led design for administrative and data management experiences, enabling users to build applications more securely and efficiently.
- Defined and evangelized an end-to-end user journey map, aligning cross-functional teams around key experience opportunities and priorities.
- Provided creative direction and mentorship to junior designers, fostering growth and ensuring consistent, high-quality outcomes.

Alibaba Group

UX Designer

NOV 2018 - JUN 2021

- Collaborated in a cross-functional team to launch product features and build better end-to-end experiences for buyers and suppliers.
- Optimized seller central experience to drive acquisition that generated 350 leads a week through SSO and improved SEO score by 75%.
- Planned and facilitated a cross-team ideation workshop that generated ideas for US seller acquisition, outcomes informed the product roadmap.
- Conducted qualitative research, UX audits, and competitive analysis to determine areas of opportunity for improvements across various initiatives.

OpenSky

Senior Visual Designer

JUL 2016 - NOV 2018

- Worked closely with Alibaba Group in North America designing marketing campaigns to drive awareness, traffic, and engagement.
- Designed emails and push notifications for the Double 11 promotion that resulted in 18% higher open rate than the previous year.
- Designed a lead capture form and landing page that decreased international unqualified leads from 30% to 8%.

EDUCATION

General Assembly

User Experience Design,
Certificate

MAR 2020 - MAY 2020

Fashion Institute of Technology

Graphic Design, BFA

AUG 2011 - MAY 2014

Dutchess Community College

Advertising Commercial Arts,
AAS

AUG 2008 - MAY 2011

SKILLS

UX/UI design, wireframes, prototyping, qualitative and quantitative user research, comparative analysis, user flows, information architecture, high to low fidelity designs, interaction design, design systems, responsive design, design QA, systems thinking

TOOLS

Figma, Jira, Slack, Miro, Webflow, HTML/CSS, Adobe Creative Suite, Google Suite