

SAMANTHA PUCKETT

Portfolio: sammypuckett.com | LinkedIn: [linkedin.com/in/sammypuckett/](https://www.linkedin.com/in/sammypuckett/)
010-9631-3614 | samantha.puckett26@gmail.com | Cheongna, Incheon, South Korea

EDUCATION

Stanford University

M.S. Mechanical Engineering

2022 - 2024

B.S. Engineering: Product Design

2018 - 2022

EXPERIENCE

Freelance

2022 - Current

Web, UI/UX Designer

- Offer web design, UI/UX design, branding, graphic design, commissioned artwork, and website building services
- Work includes a children's vision therapy platform, Stanford text database search tool, and a wine eCommerce website

Stanford Transportation, Stanford Doerr School of Sustainability

2023 - 2024

Living Lab Sustainability Fellow

- Created visual and written content and devised communication strategies to encourage sustainable commuting
- Analyzed commute data, compiled behavior change research, and compared university communication practices

Stride, Inc.

2023 - 2024

Innovation Researcher Intern

- Researched emerging technology markets, primarily AI and XR, with a focus on EdTech
- Identified market trends and proposed product strategies to upper management

Cardinal Labs

2019 - 2022

UI/UX Designer

- Designed wireframes, branding, and custom graphics for internal and external clients
- Developed and presented branding strategy based on market research

Project Manager

- Facilitated collaborative weekly meetings with product team and stakeholders to optimize design and development
- Established project roadmaps and QA tested minimum viable products

Managing Director

- Refined company's business direction and external partnerships with focuses on community outreach and access
- Led training, hiring processes, and internal management with a people-first culture

Better & Company (Seoul, South Korea)

2022

Project Management Intern

- Conducted comparative product and branding research of existing South Korean and international pet tech markets

HomeLister

2021

Product Management Intern

- Designed novel real estate offer submission and seller offer review services based on housing policy research
- Wrote ticket requirements, interfaced with product and development teams, and QA tested existing services

SKILLS & TOOLS

Design and Engineering

- UI/UX design, web design, product design, product realization, user research, branding, graphics, artwork
- Figma, Adobe Creative Suite, Procreate, Webflow, SolidWorks, JavaScript, HTML, CSS, Java, C++

Management

- Product management, project management (Agile, Kanban, Waterfall), QA testing, team hiring
- Aha!, Jira, Monday.com, Crazy Egg, Confluence, Trello

Languages

- Korean: Intermediate
- Mandarin: Basic