

SAMANTHA PUCKETT

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EDUCATION

Stanford University

M.S. Mechanical Engineering

2022 - 2024

B.S. Engineering: Product Design

2018 - 2022

EXPERIENCE

AROSE Group

2025 - Current

Product & UI/UX Designer (Contract)

- Design, build, and maintain Pivot Player course platform, including user/system workflows and knowledge transfer
- Define and execute SEO strategies for AROSE website and enhance UX through responsive design improvements

Freelance

2022 - Current

UI/UX Designer

- Offer UI/UX design, brand identity design, graphic design, commissioned artwork, and website building services
- Work includes children's vision therapy platform, Stanford text database search tool, and wine E-commerce 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, mainly AI and XR, 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, product design, user research, branding, graphics, illustration, website building, product realization
- Figma, Adobe Creative Suite, Procreate, Webflow, Wix, Kajabi, 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