

# Sam Jimison

## Product Designer | UI/UX

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📍 Columbia, Tennessee

### SKILLS

- Information architecture
- End-to-end design
- UI design
- Responsive design
- Qualitative / Quantitative User Research
- User testing
- Copy writing
- Sketching
- Wireframing
- Prototyping
- Anticipatory design
- Design system creation
- Service Design
- Journey Mapping
- Visiontyping

### UX FOCUS

- eCommerce
- Gamification
- Dashboards
- Data design
- Social media
- B2B + B2C
- SAAS
- Interactive design
- AI

### TOOLS

- Figma/ Figjam
- Webflow
- Bolt.new
- HotJar
- Clarity
- Pendo

### EXPERIENCE

Product Designer 2 2022 - Present

**Ramsey Solutions | RamseyTrusted**

- Work directly with stakeholders to balance business goals and users' needs in B2B and B2C platforms
- Conduct user research to identify what users need and want from the product as well as challenging any previous assumptions
- Deliver low and high-fidelity mockups to stakeholders
- Collaborate with the product trio and squad to determine the best solutions to test
- Collect and monitor qualitative data to prove viability of a solution
- Collaborate with senior leadership to visualize direction for digital products
- Advocated for the advancement of AI tools in the product space

Production Lead + Design Specialist 2016 - 2023

**Two Roads Event Co. - Contract**

- Create a client-centered experience incorporated into event design and logistical productions
- Focus on end-to-end experience for clients and team members
- Custom styling and product sourcing
- Logistics and team management

### EDUCATION

**SPRINGBOARD UI/UX DESIGN CERTIFICATION** 2021-2022

700+ hours of hands-on courses. with 1:1 expert mentor oversight, and completion of four in depth portfolio projects

