

# Samantha C. Garcia

## Design Lead – Operations & Strategy

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Senior Designer with 9 years of experience owning design execution and improving how design teams work. Known for leading cross-functional collaboration, building scalable processes, and turning messy requirements into clear, shippable outcomes. Experienced in mentoring designers, streamlining workflows, and driving revenue and efficiency through design-led decisions.

### Work Experience

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#### **Marketing Designer**, Land.com, CoStar Group

11/2021 - Present

- Owned ad performance improvement initiatives by auditing campaigns and introducing standardized review processes, improving effectiveness for real estate and financial partners
- Led process improvements across design, marketing, product, and sales, reducing turnaround time by 1–2 days and lowering rework
- Identified a sales communication gap and led the automation of product availability alerts in Microsoft Teams, contributing to new revenue
- Took ownership of a product tracker system to control access and inventory data, enabling sales teams to confidently sell new products and increasing adoption
- Built onboarding and training documentation to align designers on standards and workflows, reducing ramp-up time and improving consistency across the team

#### **Visual Designer**, Freelance

09/2019 - 11/2021

- Led brand and web design projects end-to-end for small businesses, from discovery through delivery
- Established reusable brand systems and templates, reducing build time by 2–3 days per project
- Acted as primary decision-maker and client advisor, maintaining 100% client satisfaction

#### **Design Specialist**, Reynolds & Reynolds

01/2017 - 08/2019

- Led usability testing efforts on internal software, identifying recurring issues and reducing design errors and turnaround time
- Initiated and owned an internal newsletter to communicate software bugs and fixes, improving alignment between product, engineering, marketing, and design
- Led the creation of scalable design systems and training materials supporting 15+ designers, improving consistency and team efficiency

### Volunteer Experience

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## Total Community Impact Value: \$163,440

- Malama Maunalua (2022-2023): Website optimization for educational content, \$56,106 impact
- American Cancer Society (2020): Relay for Life logo design, \$4,212 impact
- Tennessee Riverkeeper (2018): Branded Instagram post for pollution awareness, \$3,607 impact
- Pittsburgh Community Reinvestment Group (2019-2020): Website graphics design, \$3,607 impact
- Immigration Equality (2020): Social media posts for virtual concert fundraiser, \$3,002 impact

## Education & Certifications

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- **Springboard Certification**, UX/UI Design Career Track | 08/2020 - 05/2021  
700+ hours developing design solutions in four capstone projects
- **Bachelor of Science, Advertising**, Minor in Art & Design, Texas State University | 2016

## Skills

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- **Operations & Management:** Project management, Workflow optimization, Cross-functional communication, Process development, Campaign management, Creative problem solving, Process documentation
- **Design & Development:** UX/UI Design, HTML, CSS, JavaScript, WordPress, Webflow, Squarespace
- **Project Management:** Notion, Asana, Wrike, Basecamp
- **Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Figma, Canva
- **Business Tools:** Microsoft Suite, Google Suite, Google Ad Manager, Microsoft Power Automate, Slack