samantha/byrd

Contact

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www.samanthabyrd.com

Education

Texas State University | 12/17

- BFA Communication Design
- BS Mass Communication & Journalism—Advertising
- GPA: 3.83; Summa Cum Laude

Skills

Technical

- Adobe Creative Suite
- Figma
- Invision
- Sketch
- Product Design
- Interaction Design
- User Interface Design
- UX Research
- User Journeys
- User Testing
- Prototyping
- Wire-framing
- Responsive Web Design
- Branding
- Design Components
- Typography
- Layout
- Packaging Design
- WCAG AA Compliance
- Apple's Human Interface Guideline
- AI Utilization

Soft

- Presentation and Public Speaking
- Strong Interpersonal Skills
- Working within Multidisciplinary Teams
- Curiosity
- Strong Empathy
- User Centered Design
- Communication
- Storytelling
- Conceptualization
- Problem Solving
- Critical Thinking
- Leadership
- Attention to Detail
- Quick to Learn
- Welcomes Critique
- Multitasking
- Collaboration
- Basic Mandarin Chinese

Work Experience

UX/UI and Visual Designer | Samantha Byrd Designs | 1/16-present

- Build wireframes and high-fidelity UI designs for responsive web, mobile, and innovative activations
- Demonstrate multifaceted concepts via prototyping and demonstration walk-throughs
- Utilize A/B testing, qualitative data and quantitative data to create user-centered solutions
- Develop brand strategy, design systems, and design components
- Implement branding guidelines to create packaging collateral
- Guide the client to find the best strategies that align with their company vision

Visual Designer | Google—Accenture | 10/21-10/23

- Drafted storyboards from scripts and collaborated with the motion team to develop 8 of the 10 most viewed instructional videos on the Google Help YouTube channel
- Increased Google Help YouTube views in 2022 by 53% and surpassed the normal rate of subscribers by 3,000
- Delivered high-fidelity and low-fidelity prototypes for stakeholders to review
- Facilitated user testing via A/B testing, moderated vs. unmoderated usability testing, etc
- Developed design systems and component libraries in Figma
- Designed pixel-perfect icons and other materials
- Illustrated characters, objects and environments in line with Google's world-class guidelines

Visual Designer—Contract | Babylon Health | 7/21-8/21

- Collaborated with the marketing team and developers to deliver digital and print collateral
- Presented concepts and final projects to stakeholders for review and approval
- Led and owned projects from the first day of working at the 1,500 employee company
- Juggled multiple projects with tight deadlines and rigid restrictions simultaneously
- Created high-fidelity screen mock ups, comps, and prototypes across digital platforms

Brand Manager | Celebrino Event Center | 2/20-5/20 (COVID)

- Strategized and implemented social media campaigns
- Created social media content and managed associated accounts
- Unified and improved the brand design system; produced print and digital collateral

Visual Designer | Market Design Team Agency | 10/19-03/20 (COVID)

- Collaborated with multidisciplinary team to develop brand strategies for various industry clientele
- Designed brand systems, print collateral and digital collateral for clients
- Communicated closely with clients to ensure business objectives were determined and met

Recognition

TEDx Talk | Speaker
- Wrote a talk on designers using typography to subtly mind-control consumers

IPPAWARDS | 3rd Place Worldwide
- Placed 3rd in a worldwide iPhone photography competition in "Abstract" category

Flux Design Competition | Best in Show: Identity, Best in Show: Packaging
- Competed against over 750 other entries

NSAC | 1st Place Media Plan, 2nd Place Campaign Book, 3rd Place Overall
- Designed the campaign book and was a presenter at AAF's NSAC Competition

Affiliations & Volunteering

Ad2Austin | Education Chair

American Advertising Federation

American Institute of Graphic Arts

ChickTime Mentoring

Susan G. Komen Austin