

Sam Watson she/her
Product Designer • Brooklyn, NY

+1 917-612-0313
samanthawatson@icloud.com
samwatson.design
pw: majorkey

Education

School of Design at RIT Rochester, NY
08.2012–05.2016
BFA in Graphic Design, Immersion in Communication

Relevant Experience

Wheels Up New York, NY
Product Designer 09.2019–Present

- Building a design system from the ground-up for use in our full redesign
- Working through designs and userflows to create the best experience for MVP launch across a website, iOS and Android apps
- Incorporating feedback from usertesting and our internal Member Services team to optimize functionality on the frontend and backend
- Automating more steps of the flight booking process to establish our product in a broadening market

Small Planet Digital Brooklyn, NY
Designer 07.2017–08.2019

- Worked with developers to design apps for clients, including NPD Group, Planned Parenthood, and Babies "R" Us
- Produced user flows and wireframes to use as foundation for design
- Conducted user testing and made adjustments to designs based on feedback
- Edited code directly for Android and iOS apps to ensure the final build matched my designs
- Designed wayfinding and collateral for Small Planet's brand identity to bolster firm's reputation in a competitive space

VSA Partners, Client: IBM New York, NY
Contract Designer 10.2016–05.2017

- Led branding for high profile specialized events as part of IBM's Brand Strategy and Experience Design teams
- Created wayfinding, apps, presentations, and printed collateral for three major international events with unique visual identities
- Collaborated with local printers to problem solve for varying capacity constraints
- Handled a variety of confidential information and designs

sam watson

Other Experience + Recognition

Positive Negative Magazine, Volume 9 Rochester, NY

Design Director 08.2015–12.2015

- Established visual parameters and typographic standards and styles for a 100+ page magazine
- Personally reviewed 40+ spreads to ensure compliance with the style guide
- Designed three spreads, publication cover, and lettering throughout the magazine
- Provided in-process feedback to a team of designers

Edition garnered six national and international awards (2016 – 2017), including:

Creativity International: Platinum Award to Volume 9

Rochester Advertising Federation: Silver Addy to Rebel with a Cause

Rochester Advertising Federation: Gold Addy to Volume 9

American Advertising Federation, District 2: Gold Addy to Volume 9

American Advertising Federation, National: Gold Addy to Volume 9

Communication Arts Typography Annual: student work published, 2017

Graphic Design USA: featured in “Students to Watch” page, 2016

7th Annual Jazz Age Lawn Party pie contest: winner of “Mom’s Best”

Blue Ribbon for my Rhubarb Pie 2012