

Education

School of Design at RIT Rochester, NY

08.2012 – 05.2016

BFA in Graphic Design, Immersion in Communication

Relevant Experience

Meta New York, NY

Product Designer, Contract 11.2021 – Present

- Designing new features for Facebook's mobile applications, focusing on the Messaging in Blue experience
- Identifying opportunities for improvement and better user experiences
- Collaborating with product management, engineering, and user research to ensure a smooth product development process
- Producing high fidelity designs and prototypes using Figma
- Organizing a workshop with eight other teams to gather information about their Messaging composer to generalize the component across the Facebook app

Wheels Up New York, NY

Product Designer 09.2019 – 11.2021

- Built a design system from the ground up for use in a full product redesign
- Created high fidelity designs and user flows for MVP launch across a website, iOS and Android apps
- Incorporated feedback from user testing and the internal Member Services team to optimize functionality on the frontend and backend
- Automated steps of the flight booking process to establish the 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 a foundation for design
- Conducted user testing and made adjustments to designs based on feedback
- Edited code directly for Android and iOS apps to ensure that the final build matched my designs
- Designed wayfinding and collateral for Small Planet's brand identity to bolster the firm's reputation in a competitive space

VSA Partners, Client: IBM New York, NY

Designer, Contract 10.2016 – 05.2017

- Led branding for high-profile specialized events as part of IBM's Brand Strategy and Experience Design team
- 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 she/her
Product Designer • Brooklyn, NY

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

sam watson