

Samuela Chery

UX Designer

CONTACT



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[linkedin.com](https://www.linkedin.com)

SKILLS

PROFESSIONAL

- Design Thinking
- User Research
- UI / UX Design
- Prototyping
- Wireframing
- Visual Design
- Information Architecture
- Presentation & Delivery
- Client Engagement & Communication
- ADA Compliance
- Agile Methodology

TECHNICAL

- Photoshop
- Figma
- Jira
- Miro
- InDesign
- Illustrator
- Sketch
- HTML + CSS
- Microsoft Office
- Google Suits

INDUSTRIES

Consulting, Healthcare, Government,
Food & Drink, Health & Beauty

EDUCATION

M.A. Advertising Design	B.S. Digital Media	B.S. Digital Media
Savannah College of Art and Design	Liberty University	Liberty University
(2019-2020)	(2014-2018)	(2014-2018)
	Concentration: Production	Concentration: Interactive Media

EXPERIENCE

Visual Designer

UPMC | Aug 2023 – Present

UX Designer SingleStone Consulting

Aug 2022 – May 2023

Team Insights | Feb 2023 – May 2023

- Spearhead development of the design system for Team Insights, including conducting stakeholder interviews and workshops for cohesive language and vision. Using Figma in the creation of a versatile library / reusable design component and the establishment of a consistent design standards and guidelines.
- Collaborated with fellow designers to refine and align the design direction for TI, resulting in the documentation of cohesive design strategies and standards. This enhanced the product's overall quality, usability, and seamless integration with developers and other stakeholders, utilizing our style guide hosted in Notion.

Northrop Grumman | Aug 2022 – Dec 2022

- Fostered successful collaboration with cross-functional teams, including scrum masters, product managers, and stakeholders, to drive project success and achieve alignment on goals and deliverables.
- Utilized Figma to create impactful wireframes, prototypes, and high-fidelity designs, effectively translating concepts into visually compelling and user-friendly experiences.
- Developed and delivered a product to internal NG teams that significantly enhanced their understanding and service acquisition from other teams within the organization, fostering improved efficiency and collaboration.
- Employed thorough user research and testing methodologies to inform and validate the implementation and direction of user experience design, ensuring optimal usability and satisfaction for end users.

Visual Designer

Edelman | Apr 2021 – Dec 2022

- Orchestrated the conceptualization and execution of innovative design solutions across diverse projects encompassing visual identity, social content, and video, resulting in impactful and visually captivating deliverables.
- Collaborated closely with designers and art directors, leveraging collective expertise to bring ideas to life through meticulous and compelling design implementation.
- Conducted extensive research on current trends, enabling a deep understanding of brands and identity, and infusing projects with a unique and contemporary flair.
- Strategically developed comprehensive design systems that spanned campaigns and content touch points, ensuring consistent and cohesive brand experiences across various channels and platforms.

Visual Designer (Contractor)

Closer look | Jan 2021 – Apr 2021

- Contributed to the development of over 40 visually engaging pharmaceutical product campaigns, marketing material, etc. Ensuring consistent high quality design.
- Conducted market research and competitor analysis to inform design decisions. To support my cross-functional team by providing creative solutions that met project goals.
- Headlined 3 design projects concurrently and while maintaining brand standards for each client.