

# SAM ST MICHAEL

## EDUCATION

2020 - EDX - University of Maryland,  
**DESIGNING THE USER EXPERIENCE**

2018 - **UX/UI DESIGN**, Udemy Academy

1998—2000, **FASHION DESIGN & MARKETING**, The New York Fashion Academy

## ACHIEVEMENTS

- Collaborated, Created, Designed and Developed a Personal Safety App, from Concept to Launch - **UbnAppd**
- 1 Million+ visitors to website I created prior to Re-branding
  - The Army Achievement Medal

## MEASURABLE RESULTS

- Brought a leading LGBTQ Non-Profit on-board. Had the backing of the SPD & Mayor's Office - **UbnAppd**
- Had every major media outlet in Seattle Metro area cover Launch.

## PASSIONS

Concept Development, Consumer Behavior, Information Architecture, Site Maps, Journey Maps, SEO, Usability Testing, A/B Testing, Beta Testing, Creative Content, Entrepreneur, Public Relations, E-Commerce, Problem Resolution and Brand Development.

## MILITARY

**USAR**— Traffic Management Coordinator  
— Honorable Discharge

## CONTACT

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**Portfolio:** Sam-St-Michael.com  
**E-mail:** [info@sam-st-michael.com](mailto:info@sam-st-michael.com)

## PROFILE

I wear many hats. Have over 8 years of relevant experience in many areas under the umbrella of UX Product Designer. Including Collaborating with teams, Supporting Developers and working with Stake Holders. Have created over 8 websites from concept and design, site maps, navigation, architecture, content, SEO to launch. My other experiences range from Serial Entrepreneur, Fashion Designer, e-Commerce, Public Relations and Sales. I am a Jack / Jill of many trades.

## EXPERIENCE

### UX / UI Product Designer - Volunteer

DemocracyLab - Seattle, WA - May 2020 - Present

- I am Collaborating with OrcaSound a local startup.
- I have designed the branding / logo visuals that will be used for the website and app. Site Navigation & research analysis.
- Tools; Figma, Canva, Miro, Airtable & Slack

### Dispatch / 911 Support - Contract

AppleOne - End client Port of Seattle - WA - Oct 2019 - March 2020

- Assist with PD calls, hot permits, data entry, create work orders & GL codes in Maximo.
- Problem solving, de-escalations, elevator entrapments, flooding, fire alarms, environmental spills & responses.
- Trouble shoot, vendor & renter relations.

### UX Generalist Designer + Creative Content

Scorpion Industries, LLC - Seattle, WA - January 2015 - Oct 2019

- Consulting Services; UX / UI Design to Creative Content.
- Specialize in collaborations with Military, Women Owned Businesses and disability challenged persons.
- Website building, Basic HTML, SEO, E-Commerce, Marketing, Merchandising, Update Product Content, Create Categories, Logo's and Branding.

### Product Designer / Owner + UX Generalist

UbnAppd (iOS & Android app) - Seattle, WA - January 2012 - January 2015

- I Collaborated from Concept to Launch.
- Information Architecture, User Research, Usability Testing, Beta and Service Testing.
- Product Roadmap, Product enhancements and triage bugs.

### E-Commerce Fashion Buyer + Content Manager

St Michael Design - Seattle, WA - January 2000 - January 2016

- Created and managed multiple online web stores.
- Content Producer for over 15 years; managed and fabricated all product, photography, HTML, SEO to Visual Design.
- Managed operations of the company including Tactical Buying.