

samantha muscat-scherr / user experience designer

sms.design / linkedin.com/in/samanthamuscatscherr / samanthaqms@gmail.com / 919-271-6773 / seattle, wa

PROFESSIONAL EXPERIENCE

UX/UI Designer

June 2017–Present / Cascade Public Media (PBS)

Acted as design lead on a Roku app design and two website redesigns. Responsibilities included preliminary research, presenting design recommendations, wireframing, prototyping, collaborating with developers and outside contractors, planning and moderating usability testing, and advocating for web accessibility best practices.

Art Director & Designer

January 2009–Present / Self-Employed, Seattle and San Antonio

Scoped, budgeted, and executed digital, print, and branding design projects for clients in a wide range of industries.

Art Director II

October 2015–April 2016 / ESD & Associates, San Antonio, TX

Worked with creative directors and agency clients to create designs for print, web, mobile apps, and branding projects. Worked with developers to deliver designs that were both usable and technically sound. Developed designs for use in client presentations which secured new business for the company.

Art Director

June 2013–March 2015 / The Broadway Agency, San Antonio, TX

Created publication, logo and web designs for agency clients. Supervised interns. Publicly lauded by client for my redesign of a 72-page member resource book.

Graphic Designer

January 2013–June 2013 / The Broadway Agency, San Antonio, TX

Promoted to Art Director after six months of employment for taking on increasing levels of responsibility, quickly adapting to client needs and preferences, and exhibiting ability to work both independently and with a creative team.

Graphic Designer

August 2012–March 2013 / Heaven Sent Promos, San Antonio, TX

Designed graphics for screenprinting and other promotional products. Implemented proofing checklists and standardized client communication procedures, resulting in an increase in product quality, fewer returned orders, and improved client satisfaction.

Graphic/Web Design Intern

May 2012–August 2012 / Ideawire, Inc., San Antonio, TX

Overhauled design of internal marketing materials to improve brand consistency.

EDUCATION

M.S. in Human Centered Design & Engineering

University of Washington

A.A.S. in Graphic Design

San Antonio College

B.A. in Interdisciplinary Studies

University of Texas, San Antonio

ACHIEVEMENTS

Northwest Regional Emmy Award winner

Graphic design for award-winning documentary *Borders & Heritage: Los Artistas*

Completed Master's Capstone Project

Participatory project with retirement home residents culminating in a mid-fidelity prototype and public presentations

Highly engaged in workplace civic activities

Active member of Race & Equity committee, founder of employee resource group for women, accessibility advocate

Active in industry mentorship and professional development

Chair of Puget Sound SIGCHI board, Hexagon UX peer mentor, Microsoft + HCDE mentee, member of International Association of Accessibility Professionals (IAAP)

SKILLS

wireframing, inclusive design, interactive and video prototyping, visual/UI design, presentation, design critique, interdisciplinary collaboration, usability testing, qualitative research methods, mentorship

TOOLS

Sketch, Invision, Axure, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Adobe XD, Word, Powerpoint, Excel, HTML, CSS