

samara miu

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MARCH 2020 — PRESENT

Senior Visual Designer | Medallia

As the senior visual designer, I work on projects from concept to final delivery while collaborating with multiple stakeholders throughout the process. I lead the design for a wide range of projects, including visual and UX design for landing pages on the Medallia.com site, templates for digital assets, branding for new campaigns, and more.

MARCH 2019 — MARCH 2020

Visual Designer | Medallia

I first joined as a short-term contractor to assist with replacing all existing branded assets with the company's new logo. I was later hired as a full-time visual designer where I worked on creating new templates for social media, presentation decks, and assisted with the branding design/production of all assets for the annual conference.

NOV 2018 — MARCH 2019

Senior Web Designer (contract role) | Gymboree

I designed the website graphics for the homepage & main category pages.

AUG 2018 — NOV 2018

Digital Image Specialist (contract role) | Oracle

I retouched/resized/organized images to be used for banner ads, Oracle websites, etc.

MAY 2017 — AUG 2018

Web Designer | The Republic of Tea

As the lead web designer for the marketing team, I was responsible for all designs relating to the website and email campaigns. I determined the user flow and interface for new campaigns on the site that I designed and mocked up. I also reviewed the site for functionality improvements, researched best practices, and designed mockups for implementation.

MARCH 2016 — MAY 2017

Junior Web Designer | Pottery Barn

I designed landing pages for the Potterybarn.com site for new campaign launches, updated social sites with seasonal product imagery as well as designed online marketing ads.

SEPT 2014 — MARCH 2016

Junior Web Designer | The Republic of Tea

As junior web designer, I wrote copy for, designed, and implemented the regular and triggered emails in HTML/CSS. I also worked on designing the homepage graphics & printed catalogue.

Education

DePaul University | M.S.,
Human Computer
Interaction (expected to
graduate 2023)

University of San
Francisco
B.A., Design
2011 - 2014

Skills

UX/UI Design
Product Design
Wireframing
Prototyping
Usability Testing
Information Architecture
Project Management
Brand Design
Visual Design

Tools

Figma
Sketch
InVision
Photoshop
Illustrator
InDesign
HTML/CSS
Javascript

Favorite Reads

So Far This Year

Know My Name | Chanel Miller
*Good Talk: A Memoir in
Conversations* | Mira Jacob