

Storm Sampson

Product Designer

stormsampson.com

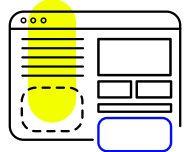
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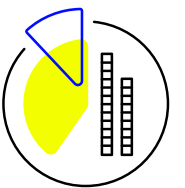
Education

Savannah College of Art & Design
Service Design BFA
2012 - 2016

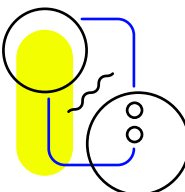
Specialties



UI Design



Data Visualization



Ambiguity

Experience

10.2017 - CURRENT

Pottery Barn:

Product Design

Re-evaluate where Pottery Barn exists in the digital retail realm and re-design new UI/UX patterns for their desktop & mobile e-commerce services.

4.2017 - 10.2017

Digital Surgeons:

Product Design Intern

Researching and co-creating new seamless digital brand systems and experiences.

11.2015 - 3.2016

Porsche Experience Center:

Service & Product Design

Collecting qualitative data with the Service Design Taxonomy to yeild insights that will further boost Porsche's customer brand loyalty in the evolving luxury vehicle market.

6.2014-3.2015

Redbutton.TV: Visual Digi-Tech

Digital and visual strategy for events and entertainment.

Projects

- Shop by Room
- Lead on Physical & Digital Store Experience Service re-design
- Optimized Visual Navigation
- Product Detail Page re-design
- Navigation / Megamenu re-design

- Moroccan Oil Campaign
- Nugo Fiber D'Lish landing experience
- Supra: Willigness to Buy Campaign
- Apatura Infographic
- Utrecht re-design User Testing

- Gamify the Service Design Taxonomy
- Facilitate workshop with stakeholders
- Present findings from workshop

- Layout design
- Photo editing

Skills

Design

User-Centered Design
Personas & Journey Mapping
Storyboarding
Wireframing
Rapid Prototyping
Data Visualization
Accessibility

Research

Heuristic Evaluation
Affinity Diagramming
A/B Testing
Focus Group
Probing

Tools

Sketch
Principle
Proto.io
Adobe Illustrator
Adobe Photoshop
Adobe XD
Typeform
Hotjar