

# Lyssa Samuel | UX & UI Designer

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## PROFESSIONAL SUMMARY

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UX/UI designer skilled in Figma, prototyping, and content strategy, seeking to join a creative organization valuing holistic design solutions and offering mentorship.

## EDUCATION

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UX CERTIFICATE | UNIVERSITY OF CALIFORNIA, BERKELEY Sept. '23 - May '24

Coursework: Content Strategy, Information Architecture, Diagramming & Prototyping, User Research, Persona Building, & Wireframing

B.A. THEATRE | UNIVERSITY OF CALIFORNIA, LOS ANGELES 2008-2012

## PROJECTS

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CONTENT STRATEGIST, QUEST 3 | META Feb. 2024

- Conducted content audit and inventoried metadata and content attributes focused on usability and business growth including VoC, tone of voice, topics, cultivation, and advocacy
- Synthesize data trends into content strategy insights that benefit both user and business objectives
- Visualize data into branded infographics and slide deck for live presentation

DESIGNER & PROTOTYPER, COMMUNITY CALENDAR | OREGON FILM Sep. 2023 - Jan. 2024

- Designed user flows, wireframes, and mockups and iterative prototype in Figma
- Owned research strategy & process performed competitive analysis, surveys, & 5 live usability tests

## EXPERIENCE

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CREATIVE PRODUCER | READY SET Feb. 2022 - Sept. 2023

- Directed production & filmed 30 social spots across 17 brands, including casting/directing 20+ talents
- Owned schedule and production process via Kanban project management framework in Notion

ACTOR & DIRECTOR | LYSSA SAMUEL PRODUCTIONS June 2012 - Present

- Identify core brand values and voice them through spokeswoman performance in campaigns; major brands include Nissan and Ruggable
- Developed and performed solo execution production pipeline on 100+ film projects

WORKSHOP FACILITATOR | ADLIB LA March 2019 - March 2022

- Lead workshops for personalized targeted growth for clients in areas such as leadership, confidence, collaboration, emotional coping skills, and mental agility

CONTENT PRODUCER | RADIANT Aug. 2019 - Jan. 2020

- Crafted innovative improv storytelling content on connection driven social media app, SAY

## TECHNICAL SKILLS & ACTIVITIES

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Technical Skills: Figma; Presenting & Public Speaking; Project Management (Notion), Adobe CS (Photoshop, Premiere Pro, Audition)

Activities: Second City House Performer 2018-2020; Kauai Marathon 2022; Women in Film PDX Incubation Program 2024