

DEREK SAMPSON

UX Designer // Product Designer

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PROJECTS

Poplar (Poplar Driver App)

UX/UI Designer // Oct, 2022

-Designed high-fidelity prototype of an iOS native mobile app for compost haulers/drivers to view and manage their customer's details, addresses, route overview, pickup/dropoff checkpoints, and trip summaries.

Gates of the Arctic (GoTA Guide)

UX/UI Designer // Oct, 2022

-Designed high-fidelity component library including iconography for a 20+ screen Figma prototype to increase usability test scores by 50%.

-Conducted Evaluative testing with 20+ participants using Maze; synthesized and designed against findings which reduced error rate for user flow by 50%.

SKILLS

Software

Figma
Photoshop
Illustrator
Indesign
Premiere Pro
Sketch
After Effects
Logic Pro

Design

Visual Design
Wireframing
Prototyping
Usability Testing
Design System
Critical Thinking
Problem Solving
Communication

Research

User Interviews
Data Synthesis
Heuristic Evaluation
Competitive/Comparative Analysis

EXPERIENCE

Archi-Pix // Photographer

Minneapolis, MN // 2019 - 2022

-Crafted immersive multimedia experiences by photoshopping, scanning, and measuring commercial and residential properties for the purpose of digital asset collection.
-Executed thoughtful composition, visual design skills, and real estate market knowledge to best showcase the assets and user flow of properties.

National Plant Network // Photographer

Minneapolis, MN // 2019 - 2022

-Created digital and print assets for major brands such as Target, Home Depot, Menards, etc.

EDUCATION

General Assembly

Remote // Aug, 2022 - Nov, 2022

UX Design Immersive

New England School of Photography

Boston, MA // 2014 - 2016

Certificate in Advertising Photography, Architectural Photography

Benjamin Franklin Institute of Tech

Boston, MA // 2009 - 2011

Associates of Science in Architectural Technologies

New England Institute of Technology

Warwick, RI // 2006-2008

Associates of Science in Video and Audio Production, Graphic Design