

Samantha A. Pintado

PRODUCT DESIGN LEAD

📞 305 206 5158
✉ sam@sapdesign.co
🌐 sampintado.com
📍 South Florida



WORK EXPERIENCE

- JUN 2021 – Present**

PRODUCT DESIGN LEAD

REEF TECHNOLOGY | Full-time

 - Lead designer on the user experience and user interface design for the B2E internal platform
 - Overseeing the design efforts of 5 product designers
 - Involved in all aspects of the design sprint including strategy sessions with product teams, design brainstorming, creation of flows, wireframes and prototypes, micro-interactions, documentation and presentations to upper management
 - Working collaboratively with product managers, senior management and engineers to strategize and create a unified experience for our users
 - Responsible for sprint planning based on agile methodology and for the daily workflow of all team members
- NOV 2020 – MAY 2021**

SR. PRODUCT DESIGNER

REEF TECHNOLOGY | Full-time

 - Produced end-to-end UX/UI workflows for a B2C portal to support our kitchen partners and our B2E internal management tool
 - Led the UX/UI efforts on an improved, unified B2E internal management tool
 - Curated a new extensive design system within Figma
 - Mentored junior designers and provided feedback on their work
 - Partnered with our product team to solve problems critical to building out an improved internal management tool
- JUN 2020 – OCT 2020**

SR. PRODUCT DESIGNER

BRAVADO HEALTH | Contract

 - Led the product design efforts for a patient facing application and administrative dashboard
 - Produced end-to-end UX workflows by partnering with clinicians and defining business needs and requirements
 - Prototyped to full fidelity using Axure & Figma, all user stories for our different users and touchpoints
 - Produced a design system component library using Figma & created tokens for development hand off
 - Worked closely with our product team and engineers to strategize and create a cohesive experience for patients and doctors
- MAR 2019 – APR 2020**

PRODUCT DESIGNER

ROYAL CARIBBEAN | Full-time

 - Lead the UX and UI efforts for 3 work applications designed for a complex user base
 - White boarded and created sitemaps and workflows for all new features. Some of these features included dashboard views, task assignments, and inspection flows
 - Worked closely with product owners, business stakeholders, lead engineers and quality teams to strategize and create the best experience for our complex user
 - Led the design efforts for a multi-brand online check-in team
- JUL 2018 – MAR 2019**

VISUAL DESIGNER

ROYAL CARIBBEAN | Full-time

 - Lead designer for the Digital Signage team; promoting onboard activities, restaurants, shore excursions and more for both Royal Caribbean and Celebrity Cruise ships
 - Produced over 2,000 digital signs in various sizes
 - Created 2 digital signage style guide for both brands
 - Art directed visual designers on day-to-day basis to create new consistent assets.



Always creating & always curious. Passionate for the people and products I design for. An experienced designer solving complex digital problems through UX, UI and interaction design. A graduate of the University of Miami who loves to create designs and tell stories that empower users.

SKILLS

| PROFESSIONAL | EXPERTISE |
|---------------|----------------------|
| UX/UI design | Figma |
| Visual design | Sketch / InVision |
| Wireframing | Principal |
| Storyboards | Adobe Creative Suite |
| Prototyping | JIRA/Confluence |
| User flows | Spanish |
| Process flows | |
| Sitemaps | |

CERTIFICATION

DESIGNLAB
UX: Interaction Design
2019

AWARDS

ADDY
Gold
2016/2017

ADDY
Silver
2018/2019

Young Glory
Bronze
2016

REFERENCES

JULIE SKIVER STANTON
DIRECTOR OF DESIGN | REEF
SR. MANAGER PRODUCT DESIGN | ROYAL
E: jdskiver2001@hotmail.com

JAMES YOUNG
HEAD OF DESIGN | BRAVADO HEALTH
E: jyoung2k@hotmail.com

ANANDA HARDIAL
PRODUCT MANANGER | ROYAL
E: ahardial@gmail.com

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WORK EXPERIENCE

- OCT 2017 – MAY 2018**

MARKETING SPECIALIST

ROYAL CARIBBEAN (GoBe Travel) | Full-time

 - Produced email marketing campaigns and managed the database
 - Designed wireframes for all transactional emails
 - Produced over 50 merchandising pages for each major city our tours were located in
 - Created the overall social media strategy for our team and managed the content creation
 - Designed ads for multiple digital advertising campaigns; analyzed and tracked the performance of the digital advertising campaigns
- MAR 2017 – OCT 2017**

GRAPHIC DESIGNER

ROYAL CARIBBEAN (GoBe Travel) | Full-time

 - Created wireframes for promotional and transactional emails
 - Sourced and photo edited over 2,000 images for the website
 - Video edited clips for our product detail pages and category pages
 - Managed the digital asset management (DAM) system
 - Produced content for social media accounts including YouTube
- JAN 2012 – MAR 2017**

OPERATIONS DESIGN LEAD

SEMINOLE PRINTING, INC. | Part-time

 - Created print collateral for several clients; including business cards, brochures, etc.
 - Managed all incoming artwork; scheduled & prepared artwork for pre-press
 - Managed the tracking and inventory management system, the client-based database, and vendor-client relations
 - Managed account receivables
 - Created and implemented new designs for cruise ship logbooks; executed new procedures and protocols related to government legislature/entry visa waiver forms



EDUCATION

- MAY 2016**

UNIVERSITY OF MIAMI

BACHELOR IN SCIENCE | ADVERTISING



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