



Samual Daugherty

UX/Interaction Designer

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Peoria, IL USA

Awards

- PIMA Gold Medal Award (2018)**
AIIT coporate rebrand campaign
- PIMA Silver Medal Award (2017)**
ASCE Level Term Life Insurance Campaign
- PIMA Bronze Medal Award (2017)**
Content Marketing Lead Generation

Skills

Photoshop	HMTL5
Illustrator	CSS3
InDesign	JavaScript
Adobe XD	jQuery
Sketch	ColdFusion
Dot Grid Journal	PHP/MySQL
SketchUp	3D Printing
Autodesk	

Personal

I am a family man. My wife, Daryl, and I have two children, and spend as much time as possible with them in nature. We love to camp, hike, ride bikes, and travel. Our son, Ezra, is infatuated with dinosaurs. Our daughter, Celeste, just turned one-year old. She currently loves eating things off the floor and trying to climb furniture.

I have been working in the design field for nearly 20 years. I studied education, and enjoyed my time as a teacher, but I have always come back to design. I have been an artist all my life, and found a way to turn my creativity into a career that has a real-world impact on those around me.

Relevant Experience

- Online Portal Development, Pearl Insurance** 2018
 - Engaged in user testing, watching real-time users, and analyzing heatmap data of existing site to identify interruptions in User Experience
 - Compiled data to establish hierarchy of needs, assisted in wireframe design, and experience and interaction supervision of the project
- Wire Wizard Game, American Association of Orthodontics** 2018
 - Developed user flow strategy for iOS and Android app
 - Used user research to conceptualize game flow, and developed wireframe interaction prior to interface design
 - Worked closely with developers to ensure a seamless user experience game play
- Corporate Rebrand Launch, Appraisal Institute** 2018
 - Developed user strategy across all digital avenues to coordinate and launch a new marketing strategy for the announcement of corporate rebranding
 - Engaged extensive user research, analyzing data, and evaluating the existing website for interruptions in experience
 - Developed wireframes, user interactions, and was Lead Designer on the digital aspects of the rebrand announcemnet

Professional Experience

- Red Tower Digital** 2015 - 2018
Lead UI/UX Designer
 - Work closely with clients to determine needs and communicate clear project goals to design/development team
 - Develop wireframes, potential user flows, and content layout based on user personas, analytics, and user testing to drive a data-driven approach to design
 - Responsible for creative detailed wireframes and interface design for all clients
- Pearl Insurance** 2015 - 2018
UI/UX Designer
 - Execute a data-driven approach to the design and development of new online sales portals and web applications to increase user engagement and conversions
 - Coordinate user testing, data tracking, analytics, and real-time user interaction to develop a seamless user experience across all applications
 - Develop user personas based on analytical data to determine best practices

Educational Experience

- Bradley University** Peoria, IL USA
Secondary Education - Social Sciences
 - Graduated with honors in both History and Education
 - Certified to teach 6-12 grade Social Sciences
 - Secondary focus on Economics and Political Science