

# SAMANTHA LEDNICK

## UX DESIGNER

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User experience designer and visual artist with 10+ years of experience in science education. Recognized for providing streamlined experiences and designing with empathy. Strong desire to humanize ed tech based on teaching thousands of students how to think critically with inquiry and engineering practices.

## SKILL HIGHLIGHTS

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DESIGN	User Experience Design (UX) Storyboarding Accessibility	UX Research Wireframing Usability Testing	User Interface Design (UI) Prototyping Instructional Design
TOOLS	Sketch Miro	Figma Webflow	InVision Adobe Creative Cloud
ASK ME ABOUT	Painting Digital Art	Gaming Art Journaling	Rescue Dogs DIY & Crafts

## PROFESSIONAL EXPERIENCE

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### Freelance UI/UX Designer

JAN 2022 - PRESENT

#### *Catchafire*

- Designed print materials and edited copy for non-profit organizations on a volunteer basis.
- Iterated layouts for print to enhance user experience while closely following branding guidelines

#### *Maternal Muse Doula Services*

- Designed and launched a website in order to establish online presence and gain client leads.
- Provided branding and logo design, site design, and update support.

#### *OYA - Personal Growth and Community App*

- Collaborated with a team of 4 UX designers to iterate on a project in progress.
- Empathized with stakeholders to create a MVP to hand off to developers.
- Designed and tested dozens of screens over a period of 4-weeks.

### Science Teacher, Class Sponsor, Cheer Coach

AUG 2015 - PRESENT

#### *Fraser Public Schools*

- Managed learning and provided feedback for 180-200 students each semester.
- Built and maintained course materials, designed curriculum using Blackboard and Canvas LMS
- Organized and facilitated 4 years of events for the class of 2022.
- Subjects taught: Biology, Physical Science, Environmental Science, Crime Scene Science

## DESIGN PROJECTS

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### UX Designer

OCT 2022

*Hack4Humanity - Depression and Bipolar Support Alliance (DBSA) Wellness Tracker*

- Collaborated on a team of 6 designers during a 24-hour hackathon for mental health organizations
- Contributed to competitive analysis, wireframing, prototype and video presentation.

### Product Designer, UX Designer

JUL 2021

*CityPups*

- Conceptualized a desktop website for city dwellers who would like to adopt a dog in an urban environment.
- Affinity mapped pain points based on several user interviews and proposed solutions.
- Design sprint and user tested iterations over a period of 2 weeks.

### Product Designer, UX Designer

APR 2021

*Inkology*

- Designed a mobile app concept to help clients find a tattoo artist and browse inspiration.
- Provided branding, logo design and overall concept.
- Worked end-to-end on this project from user research to high fidelity iteration and testing.

## EDUCATION & CERTIFICATIONS

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UI/UX Design Certificate - *Springboard, 2021*

- 700+ hours of UI & UX training including 3 projects and 1 collaborative industry design project

MA [ Curriculum & Instruction ] - *Central Michigan University, 2019*

- Capstone Research: Raising Student Awareness of Study Habits vs. Test Scores: Self-Monitoring of Grades and Reflecting in a Science Classroom

Science Modeling Instruction [ Biology, Physical Science ] - *Madonna University, 2019*

Secondary Education [ Integrated Science, History ] - *Saginaw Valley State University, 2011*

BS [ Biology, Psychology ] - *Southern Arkansas University, 2009*

Professional Teaching Certificate Secondary Education 6-12 - *State of Michigan*