

Samantha Lewis

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Summary

Hybrid Product & UX professional with 6+ years of experience simplifying complex workflows, optimizing operations, and designing user-centered digital solutions across fintech, edtech, healthcare technology, and eCommerce. Skilled in product strategy, UX design, user research, workflow analysis, and data-driven decision-making. Adept at translating business goals and user needs into intuitive, scalable products that reduce friction and improve efficiency.

Experience

JULY 2023 - PRESENT | EDUTECH

Stride, Remote - *Document Processor (Product-Adjacent | Process Optimization)*

- Reduced document backlog by 60%+ and consistently achieved 2-3x the standard productivity rate while maintaining high accuracy.
- Identified onboarding and workflow pain points across Salesforce, email, Parchment, SharePoint, and TotalView, proposing system-level improvements to reduce confusion, duplicates, and errors.
- Recommended a veteran-led triage workflow to streamline email-submitted documents, enabling new hires to focus on Salesforce until proficient.
- Flagged systemic inefficiencies and collaborated with leadership on process updates, compliance fixes, and escalation pathways.
- Participated in cross-functional testing of new workflow tools and enhancements.
- Designed a conceptual workflow hub/dashboard to consolidate multi-system processes, reduce cognitive load, and improve operational efficiency.
- Synthesized user pain points from team chats, meetings, and performance gaps into actionable insights for supervisors.

FEB 2022 - FEB 2023 | FINTECH

PSCU, Remote - *UX Product Designer*

- Designed and presented a centralized call center dashboard concept addressing tool fragmentation, inefficiencies, and inconsistent workflows.
- Enhanced the enterprise design system with real-time component tracking, improving consistency and reducing developer rework.
- Collaborated with product managers, BAs, developers, and stakeholders to align UX strategy with business goals.
- Applied user research, workflow analysis, and support data to inform modernization of a financial platform.

JAN 2022 - MAR 2022 | FINTECH

Jack Henry & Associates, Remote - *Product Support Representative II*

- Provided front-line support for banking clients using financial software, identifying workflow, data, and usability issues.
- Documented recurring customer patterns and pain points, generating insights that later influenced UX decisions at PSCU.
- Partnered with internal teams to escalate systemic problems and contribute technical context for future product improvements.

OCT 2020 - JAN 2022 | ECOMMERCE

Mama Likes, Remote - *Web Designer & Developer (Acting Product Owner)*

- Served as acting Product Owner for the Shopify platform, translating business goals into UX improvements and feature updates.

- Increased monthly traffic from 500 → 3,000 visitors through UX enhancements, content strategy, and front-end refinements.
- Conducted user research, competitive analysis, and analytics-driven iteration to improve customer journey and conversion.
- Built custom Shopify pages using Liquid, HTML, and CSS with an emphasis on performance, mobile responsiveness, and brand consistency.

OCT 2014 - MAY 2020 | HEALTHCARE TECHNOLOGY

Madison Technology Systems - *Software Engineer*

- Developed backend tools that streamlined healthcare data workflows and automated reporting processes.
- Used SQL to extract, clean, and validate large datasets used for compliance-focused reporting.
- Resolved data integrity and performance issues through cross-functional collaboration with analysts and engineering teams.

Education

- **Jackson State University** - Bachelor of Science, *Computer Science*
- **Google UX Design Certificate**

Skills

- **Product Strategy & Management:** Product Lifecycle Management/Roadmapping, Agile Methodologies, Requirements Gathering, Stakeholder Management, Competitive Analysis, Data-Driven Decision Making
- **User Experience (UX) & Design:** UX/UI Design, User Research, Usability Testing, User Interviews, Wireframing, Prototyping, Design Systems, Figma, InVision
- **Data & Technical Foundations:** SQL, Microsoft Excel, Data Validation, SharePoint
- **Project & Operations Management:** Workflow Optimization, Process Improvement, Jira, Confluence, Trello, Aha!, CRM Tools (Salesforce)

Projects

Professional

- **PSCU – UX Design System Enhancements**
Modernized the financial platform's design system with real-time component tracking, ensuring usability and consistency across multiple product lines.
[Learn More](#)

Independent

- **Subway Bold – Conceptual AI + UX Rebrand**
Reimagined Subway's brand identity through AI-driven ideation, UX design, and branding strategy. *(Featured on LinkedIn profile)* [Learn More](#)
- **Stride – Workflow Dashboard Concept**
Designed a conceptual dashboard consolidating Salesforce, SharePoint, email, chat, and TotalView to reduce cognitive load and improve throughput for document processors.
[Learn More](#)
- **Texas Tech University Health Sciences Center – Website Redesign**
Led research, information architecture updates, and usability testing to improve navigation, highlight programs, increase application visibility, and reduce page clutter. [Learn More](#)