SAMPADA SAMAKA

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PROFESSIONAL SUMMARY

As a UX Designer, a unique perspective is brought with industrial expertise in full stack development and AWS cloud services. Frontend development skills and knowledge of backend feasibility enable the creation of user-centered designs that not only look great but are also highly functional and scalable.

WORK EXPERIENCE

UX Designer   Nov 2024 - Current
Yoga for Everyone - Yoga Studio   Santa Clara, CA
- Conceptualized a website for a yoga studio looking to grow their brand.
- Conducted **market analysis** and doing **user research** to inform design**.**
- Developing **wireframes**, **high-fidelity prototype** and conducting **user testing**.

UX Designer   Jul 2023 - Oct 2023
Clay Clubhouse   Oakland, CA
- Led Clay Clubhouse website redesign to enhance navigation and booking processes, informed by **user interviews and market analysis.**
- Developed **high-fidelity prototype** to visualize proposed changes and implemented improvements based on **usability testing**, resulting in a more intuitive website.
- Increased booking ease, enhancing **accessibility** and **boosting conversion rates by 44%.**

UX Designer   May 2023 - Jun 2023
ClassHook   Santa Clara, CA
- Designed a **high-fidelity prototype** for ClassHook using **Lean UX methods** to optimize the budget, enabling educators to easily onboard and search for relevant content quickly.
- Conducted **competitive and comparative analysis** and **user interviews** to research needs and pain points.
- Synthesized data using **affinity map** to create **personas** and **journey map** to prioritize features.
- Conducted **2** rounds of testing **mid-fi wireframe usability tests** and **high-fidelity prototype usability tests.**

Software Engineer   Nov 2021 - Nov 2022
WorkStride   New York, NY
- **Built serverless applications** using Python and developed automated reporting framework.
- Implemented **new application features** in Monolith using Java, Spring Boot
- Collaborated with developers across the organization to integrate new client features.

Cloud Support Associate   Jul 2020 - Nov 2021
Amazon Web Services Inc.   Dallas TX
- Designed and created Website for DFW region using React, HTML, CSS to document knowledge, improved knowledge transfer by **65%** Collaborated with teams across organization and **50+** clients demonstrating **Customer Obsession and Ownership to deliver results**
- Developed AWS Lambda application to automate messaging for on call using Slack hooks and Python, in return **decreased manual work by 100%**

Graduate Research Assistant   Jun 2019 - May 2020
University Of Texas At Arlington   Arlington TX
- Managed **20+** technologies: conducted **prior art research** and prepared assessments.
- Evaluated market potential using **Google Analytics** and **Hunter**, while collaborating with **15+ inventors** to build dynamic web pages with **HTML, CSS, and Bootstrap** on a **CMS**.

Web Developer   May 2019 - Aug 2019
University Of Texas At Arlington   Arlington TX
- Redesigned www.uta.edu using **HTML**, **CSS**, **Bootstrap**, **Sitecore CMS**, and **MySQL database,** achieving fast and **responsive** web pages with UX design and **SEO** optimization.
- Collaborated with **10+** departments to gather requirements, select **UI components**, and successfully migrated over **300+ pages** following **Agile** principles.

SKILLS

- **Design Skills** - Information Architecture, Design Systems, Journey Mapping, Personas, Prototyping.
- **Design tools** - Figjam, Figma, Balsamiq, Ilustrator, Photoshop, Maintaining JIRA Board
- **AWS Cloud -** EC2, S3, Lambda, API Gateway, Connect, SNS, IoT core, AWS SDK, AWS CDK, SQL Server, MySQL
- **Programming Languages** - Python, SQL,Java, JavaScript, HTML and CSS

EDUCATION

Bootcamp: **UX Design Immersive**   May 2023
General Assembly

Master of Science: **Computer Science**   May 2020
The University of Texas At Arlington
Course work: Web Development and management, Artificial Intelligence, Software Design Patterns.