Samuel Batista

I'm a Product Designer with frontend development expertise, crafting digital experiences from Charlotte, NC.

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in Linkedin Profile

Senior Product Designer
Guaranteed Rate, 2021 - Present

Lead product design initiatives for digital mortgage platform, enhancing user experience and streamlining complex financial workflows. Collaborate with cross-functional teams to define product strategy and roadmap. Create wireframes, high-fidelity mockups, and interactive prototypes to communicate design concepts. Implement and maintain design systems to ensure consistency across products. Conduct user research and usability testing to validate design decisions.

Principal Product Designer
Extended Stay America | July 2019 - March 2021

Led the redesign of booking experience, resulting in improved conversion rates and customer satisfaction. Developed and implemented a cohesive design system across web and mobile platforms. Mentored junior designers and provided design leadership to cross-functional teams. Facilitated design thinking workshops to solve complex business challenges. Created and maintained design documentation and guidelines.

UX/UI Designer, Team Leader
Unick 360 | February 2017 - July 2018

Managed a team of designers, ensuring quality deliverables and adherence to project timelines. Established design processes and workflows to improve team efficiency. Created user journeys, wireframes, and prototypes for various digital products. Conducted user testing and incorporated feedback into design iterations. Collaborated with developers to ensure design implementation matched specifications.

Product Designer & Frontend Developer
Nicoli Comunicação & Design | January 2016 - February 2017

Designed and developed responsive web interfaces for clients across various industries. Translated business requirements into intuitive user experiences. Created visual designs and interactive prototypes to communicate concepts to stakeholders. Implemented frontend code using HTML, CSS, and basic JavaScript. Collaborated with backend developers to integrate frontend components.

Co-Creative Director
Systema - Soluções Digitais | September 2012 - December 2015

Directed creative strategy and visual identity for digital products and services. Managed client relationships and presented design concepts to stakeholders. Oversaw design projects from concept to completion, ensuring high-quality deliverables. Collaborated with marketing teams to align design with brand strategies. Mentored junior designers and provided art direction.

Creative Web Designer
Systema Betim | October 2009 - September 2011

Designed and developed websites and digital experiences for various clients. Created visual assets including icons, illustrations, and UI components. Collaborated with content strategists to create effective user interfaces. Ensured designs were optimized for performance and accessibility. Implemented responsive designs using HTML and CSS.

Skills
User Experience (UX) Design
User Interface (UI) Design
Wireframing & Prototyping
User Research & Testing
Design Systems
Information Architecture
Interaction Design
Visual Design

Design
Sketch
Figma
Invision
Illustrator
Photoshop
Adobe XD
Adobe Target
InDesign

Technical
HTML & CSS
Frontend Development
Responsive Design
Accessibility Standards

Education
UniCesumar
Bachelor of Technology (BTech), Computer Software Engineering
2017 - 2018

Faculdade Estácio de Sá
Bachelor of Education (BEd), History
2012 - 2014