

# Samantha Broccoli

UX/UI Designer, Illustrator, Animator • [www.samanthabroccoli.com](http://www.samanthabroccoli.com)

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## EXPERIENCE

### Rocket Insights, Boston — Principal UX/UI Designer

JULY 2018 - PRESENT

- Design user interface, illustrate, and animate to deliver great mobile and web user experiences.
- Lead design process through research, requirement gathering, refinement, and delivery.
- Analyze user needs and goals using a variety of methods like user flows and user testing.
- Communicate UX concepts to others by sketching, wireframing, and prototyping.
- Collaborate with project managers, developers, and clients.
- Lead exercises, prototyping, and testing for design sprints.

### Green Bee Creative — Co-Founder, Creative

2012 - PRESENT

- Brand, app, and web UX/UI for clients
- Game on App Store & Play Store: *King's Call*

### Raizlabs, Boston — Senior UX/UI Designer

SEPTEMBER 2016 - JULY 2018

- See all responsibilities from Rocket Insights

### GSN Games, Boston — Visual Designer & Illustrator

JUNE 2015 - SEPTEMBER 2016

- Created original illustrations for promotional projects, and worked with marketing and copy teams to brainstorm campaigns. Managed design intern.

## EDUCATION

### Bowdoin College, Maine — BA in Visual Arts

2011 - 2014

- Senior year at Massachusetts College of Art & Design

### Inter Community School of Zürich, Switzerland

1999 - 2011

- IB Visual Arts. Founded Amnesty International Club.

## SKILLS

iOS, Android, web, wireframing, user testing, illustrating, user interface design, user experience design, animation, prototyping, design sprints, information architecture, product strategy

## TOOLS

Sketch, Figma, Photoshop, Illustrator, After Effects, Invision, Git

## AWARDS

Anne Bartlett Lewis Memorial Prize in Visual Arts  
• May 2014 • Bowdoin College

Delta Sigma/Delta Upsilon Art Competition • Mar 2014 • Bowdoin College

Sarah and James Bowdoin Scholar • 2013-14

Copley Society of Art Gallery 2015

## LANGUAGES

English, German