

Sampada Samaka

Work History

Clay Clubhouse - UX Designer

Oakland, CA
06/2023 - 09/2023

- 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**.

ClassHook (Freelance) - UX Designer

Santa Clara, CA
05/2023 - 05/2023

- Designed a **High-Fidelity prototype** for ClassHook that allowed educators to easily onboard and search for relevant content quickly.
- Conducted **competitive and comparative analysis** to get a sense of the existing learning platforms.
- Conducted **user interviews** to research needs and pain points of educators.
- Synthesized data using **affinity map** to create **personas** and **journey map** to prioritize features.
- Conducted two rounds of testing **mid-fi wireframe usability tests** and **Hi-Fi prototype usability tests**.

WorkStride - Software Engineer

New York (Remote), NY
11/2021 - 11/2022

- Built serverless applications using **Python, AWS Lambda, API GW and EventBridge** to handle scheduled jobs
- Developed automated reporting framework using **AWS Lambda, Python, SQS, SQL Server**
- Implemented new application features in Monolith using **Java, Spring Boot**
- Collaborated with developers across the organization to integrate new client features

Amazon Web Services Inc. - Cloud Support Associate

Dallas, TX
07/2020 - 11/2021

- Built various **AWS Services like Lambda, API gateway, Connect, SNS, IoT** and advised clients on migrating infrastructure to AWS.
- Developed AWS Lambda application to automate messaging for on call using **Slack hooks and Python**, in return decreased manual work by 100%
- 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**

University Of Texas At Arlington - Graduate Research Assistant

Arlington, TX
06/2019 - 05/2020

- Managed **20+** technologies: conducted **prior art research**, prepared assessments, and marketing summaries.
- 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 cascade content management system.

University Of Texas At Arlington - Web Developer

Arlington, TX
05/2019 - 08/2019

- 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.

Projects

LinkedIn Creative
UX Designer | Research Lead

- Developed a portfolio feature for LinkedIn integrating **personal branding, interactivity** with **teammates/comments, privacy settings**, informed by **heuristic evaluation, user interviews**, and **A/B testing**, with **mid-fi wireframes** and a **hi-fi** prototype.

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Skills

- Heuristic Evaluation,
- User Research
- Interviewing,
- Contextual Inquiry
- User Scenarios
- Personas
- Journey Mapping
- Card Sorting
- Information Architecture
- Wireframe
- A/B Testing
- Usability Testing
- Figma
- Balsamiq
- Illustrator
- Photoshop
- HTML and CSS
- Web & Mobile Design
- AWS Cloud Services: EC2, S3, Lambda, API Gateway, Connect, SNS, IoT core, AWS SDK, AWS CDK
- Programming Languages: Python, SQL, Java, JavaScript
- Databases: SQL Server, MySQL
- Networks and CCNA Basics

Education

05/2023

General Assembly

San Francisco, CA
Bootcamp : UX Design Immersive

05/2020

The University of Texas At Arlington

Arlington, TX

Master of Science: Computer Science

Course work: Data Structures and Algorithms, Software Engineering, Software Design Patterns, Artificial Intelligence, Database Systems, Cloud Computing, Big Data.

06/2017

Vishveshvaraya Technological University

India

Bachelor of Science: Computer Science