

Sammy Song

UX Researcher

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EXPERIENCE

Senior UX Designer → PPG Industries

Aug 2020 – Oct 2022 / Pittsburgh, PA + Remote

- Co-designed the MVP of PPG's first B2B eComm platform to reduce administrative work for sales reps and streamline the buying experience for customers.
- Conducted discovery research & usability testing with professional Powder Coatings customers for future integration into the eComm platform.
- Revamped the Architectural Coatings product categorization by conducting discovery research with sales reps & subject matter experts and tree testing with customers.
- Helped better establish the maturing UX team by standardizing and documenting best practices and facilitating monthly team retrospectives.

UX Designer → DICK'S Sporting Goods

Nov 2018 – Jun 2020 / Pittsburgh, PA + Remote

- Responsible for all stages of design on a product team focused on improving the online account management and loyalty program experience.
- Maintained healthy relationships with internal stakeholders by bringing Marketing stakeholders into the team's weekly customer research cadence and facilitating collaborative work sessions with other key stakeholders.
- Launched the Scorecard Gold program in 5 months. By reducing program scope and focusing on rewards points tracking, the Gold program increased top customer spend by 1% while saving over \$400k in services.

UI/UX Designer → YinzCam, Inc.

May 2017 – Sept 2018 / Pittsburgh, PA

- Collaborated with developers to build engaging digital products for professional sports clients, such as the NBA, NFL, and EPL.
- Created and managed design assets to hand off to developers.
- Assisted the CEO in the RFP process by crafting custom designs that helped the company win its first Premier League client.

Designer → ThoughtForm, Inc.

Mar 2016 – Feb 2017 / Pittsburgh, PA

- Utilized visual thinking strategies to solve and bring clarity to clients' complex problems in change management, brand definition, and customer experience.
- Helped plan, facilitate, and document design thinking workshops.

SKILLS

Research

Discovery
User flows
Usability testing
User interviews
Service blueprints
Tree testing
Synthesis
Quantitative data analysis

Design

Wireframes
UI design
Rapid prototyping
Lean experiments

Software

Figma
UserTesting
Optimal Workshop
Dovetail
Medallia
Qualtrics

EDUCATION

Bachelor of Graphic Design

NC State University College of Design, 2015