

Samantha Hamilton

NC | samihamiltonn@gmail.com | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Product Designer with a combined 6+ years of experience driving end-to-end strategy, user research, and scalable design systems for high-growth startups and B2C applications. Adept at bridging the design-to-development pipeline alongside Technical Project Managers to accelerate engineering handoffs. A multidisciplinary designer who pairs deep product execution with complete brand identity and marketing strategy.

CORE COMPETENCIES

Product & Systems Design: Native iOS Experiences, Enterprise Design Systems, Component Libraries, Cross-Platform Systems, Spacing & Typography, Responsive Design, UI Pattern Auditing, WCAG Accessibility, Figma Developer Handoff

Product Strategy & Research: Brand Research, Market Analysis, Product Roadmapping, Product Strategy, Cross-Functional Partnership, User Research Methods, Agile Frameworks, Stakeholder Alignment, User-Centric Problem Solving

Tools & Technology: Figma, FigJam, Adobe CC (Illustrator, Photoshop), Sketch, Jira, Asana, Jitter

PROFESSIONAL EXPERIENCE

Product Designer (Remote)

July 2022-Present

Hyperspace Ventures, Chapel Hill, NC

- Direct end-to-end visual design for high-growth SaaS, B2B and B2C products, managing 3–5 concurrent projects while maintaining a 95% under-budget delivery rate
- Audit and scale complex cross-platform and enterprise design systems to standardize reusable UI components, identifying visual gaps and slashing developer hand-off time by 25%
- Streamline the design-to-development pipeline within agile, high-velocity pod structures, delivering 80% of client projects ahead of schedule
- Partner with product managers and engineers to map technical constraints, resolve user friction points, and conduct design QA to guarantee pixel-perfect front-end execution
- Deliver interactive, high-fidelity prototypes and wireframes that balance user desirability with business viability, driving consistent increases in stakeholder satisfaction
- Elevate aesthetic quality and user interaction consistency across core digital features with an uncompromising focus on typography, spacing grids, and mobile-first interaction patterns

Product Design Consultant (Remote)

2020-2023

Self-Employed, NC

- Partnered with 6+ B2B / B2C clients to audit, revamp, and optimize native digital interfaces and mobile user flows, measurably improving core visual engagement KPIs
- Designed brand-aligned visual assets, custom component systems, and high-fidelity interactive prototypes that successfully bridged the gap between marketing objectives and polished UI
- Engaged cross-functional stakeholders through alignment sessions to articulate design rationale clearly, turning ambiguous product requirements into intuitive web and mobile designs

MARKETING EXPERIENCE

Social Marketing Specialist

January 2022 - May 2022

StrongHer TogetHer, Chapel Hill, NC

- Leveraged Google Analytics and Semrush to analyze user behavior trends, optimizing content strategy to drive an 80% increase in traffic and a 10% boost in ROI
- Collaborated with creative teams to design high-engagement digital content, increasing organic interactions by 15% through targeted demographic and competitor analysis

EDUCATION

University of North Carolina at Chapel Hill

Bachelor of Arts in Advertising, Public Relations, and Applied Communication

- Concentration in Marketing