Samantha Broccoli

Product Designer, Illustrator • www.samanthabroccoli.com

Switzerland
+41 (78) 305 22 66
sambrocc@gmail.com

EXPERIENCE

Notifi — *Head of Design • Product Lead*

March 2022 - Present - Notifi Products

- Lead design & product for startup
- Advance Notifi as a leading notification service provider in web3
- Manage dev team, sprint priorities, and deliverables
- Assist sales with custom client demos of Notifi's products
- Lead QA for Notifi products and customer integrations

Circle — *Lead Designer*

Feb 2021 - March 2022 - Case Study

- Lead product design for business banking platform from initial product definition, user research, and wire-framing through to MVP launch and several continued feature releases
- Work with established brand team to define new product design

Brightcove — *Lead Designer*

June 2020 - 2024 - Case Study

- Lead designer for the Brightcove Global Services team
- Deliver design for clients including Netflix, Met Opera, Spotify, The Sun, Delta, Intel, & more
- New product definition and design for BGS, with focus on video cloud content, user engagement, remote conferencing, and live advertising

Dept, Boston — *Principal UX/UI Designer*

July 2018 - 2022

- Deliver mobile & web design in fast paced agency environment
- Lead design process: research, refinement, and delivery
- Lead exercises, prototyping, and testing for design sprints

Green Bee Creative — *Co-Founder, Creative*

2012 - Present

- Brand, app, and web UX/UI for clients • independent game design

Raizlabs, Boston — *Senior UX/UI Designer*

September 2016 - July 2018

GSN Games, Boston — *Visual Designer & Illustrator*

June 2015 - September 2016

SKILLS

iOS, Android, web, wireframing, usability testing, product definition, illustration, UI/UX, prototyping, design sprints, information architecture, dev collaboration & management, jira

TOOLS

Figma, Photoshop

AWARDS

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

Sarah and James Bowdoin Scholar • 2013-14

Copley Society of Art Gallery 2015

LANGUAGES

English, German