Sam Schumacher

Contact

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Education

Northwestern University
Bachelor of Science in Journalism
Segal Design Certificate
Concentration in Economics

Skills

Storytelling . Data Visualization Photography . Videography . Motion Graphics . Facilitation

Design . Wireframes . Journey Maps . Personas . Usability Testing . Stakeholder Interviews Motion Design . Communication Design

Tools . Figma . Adobe XD . Sketch . Photoshop . Illustrator InDesign . Premiere Pro Experience Design . After Effects InVision . Zeplin

Development . HTML . CSS . JS . jQuery . R . React (Working Knowledge)

- **Associate UX Director**, IBM iX
  Jun 2022 to Present

  Provides oversight, creative direction, and hands-on design expertise through the full digital product development process from research to go-live

  - (3x) Nationally recognized as a top non-partner revenue generator and client relationship builder
  - Planned & facilitated 10+ visioning workshops with MD-level client stakeholders resulting in validated personas, rough-draft journey maps, and preliminary release schedules
  - Facilitated New-Hire Q&A panels for 5 incoming cohorts of designers, developers and BA's
  - Led design delivery (co-wrote & delivered on 16 agile epics) of a future-state vision for payments funcitonality within a leading mobile banking app

Sr. User Experience Consultant, IBM iX
Jan 2021 to Jun 2022

Led delivery of individual design artifacts and facilitated client-facing workshops involving agile and design thinking

- Planned & Facilitated 2 workshops and 5 co-creation sessions for a leading fintech provider, resutling in 16 defined Card Managment capabilities and journey maps & wireframes illustrating their functionality
- Co-Led an 8-week project to design and deploy an IT Infrastructure monitoring MVP product; the end result exceeded expectations and the client opted to continue work beyond week 8, driving 7 figures of revenue and growing the account from 3 to 10 resources

- **User Experience Consultant**, IBM iX
  Aug 2019 - Jan 2021

  Created wireframes, high fidelity mockups, journey maps, and other design deliverables to support project objectives

  - Adatpted a department-standard paper prototyping activitiy for virtual audiences in the wake of COVID-19, driving adoption of the technique across North America
  - Independently led a 6 week project to define MVP capabilities and design direction for an eLearning platform (currently in beta with cohort of 80+ students)

- **Adjunct Lecturer**, Northwestern University
  Jul 2022 – Sept 2022

  Wrote and delivered a five week course for Masters in Journalism students designed to provide hands-on practice with design thinking and user research in the context of digital news products.

- **Spring Design Fellow**, The Washington Post
  Apr 2018 - Jun 2018

  Designed and developed multimedia story presentations for web, mobile, print, and Snapchat.