



sam shoulders

contact

telephone 415.572.0335

email samshoulders@samshoulders.com

location San Francisco

education

ms human computer interaction design | iu, bloomington

ms certificate crisis & emergency management ict | the george washington university

certificate unix system/network administration | uc berkeley & uc berkeley extension

ba political science | university nc charlotte

skills

user research & evaluation
ux & product strategy
hybrid & mobile web app design
product metrics & analytics analysis
prototyping
sketch
axure
basalmiq mockups
illustrator
indesign

training

wells fargo brand steward
agile methodology i & ii
cooper u | defining brand experience
cooper u | managing product definition

Lead Product Designer | Wells Fargo, Team Member Mobility

October 2014 -Present | San Francisco, CA

Mobile product design lead for internal mobile applications for 90,000 Blackberry OS and iOS mobile devices

Provided mobile consulting, advocacy and education to all Lines of Business (LOB) on Blackberry and iOS mobile design and development

Responsible for managing and mentoring of all contract designers for Team Member Mobility

Lead the creation, design and style guidelines for internal mobile app icons and splash screens for enterprise and LOB mobile apps.

Coproduced with a cross-functional team an Enterprise Mobile App Standards and Guidelines interactive document, to promote efficient and effective mobile product design and development system

Collaborated with data analyst team to extrapolate data points to define ROE for mobile app development which resulted in more annual funding for Team Member Technologies

Directed exploratory product strategy research using text analytics to demonstrate how data analysis can inform product roadmaps and improve our team's development and consulting efficacy

Senior User Experience Designer (contract) | Rodan + Fields

May 2014 -October 2014 | San Francisco, CA

UXD lead for an award winning POS mobile application to support both Rodan Fields 15,000 convention attendees and 2,000 staff members

Leveraged lean design methods to created information architecture, low-fidelity prototypes, user evaluation test, facilitated all test and created all user evaluation reports, to reduce attendee checkout times on a POS system at the convention

Lead Product Designer (contract) | Wells Fargo, Corp. Comm |

San Francisco, CA | June 2013 - April 2014

Spearheaded user-centered design methods to product team that resulted in improved Team Member experience and improved product design and development efforts

Lead the design of the first native iOS mobile application POC at Wells Fargo which resulted in the formation of Team Member Mobility LOB

Coproduced mobile strategy presentations with UX Manager which introduced mobile design and development best practices to practitioners and stakeholders

User Experience Designer | SocialRep

San Francisco, CA | November 2009 - March 2013

Translated a proof of concept social media analytics & metrics prototype into a SaaS platform that resulted in bringing on three major investors

Introduced mobile first and responsive design to the startup which resulted in our first revenue generating product

[view design samples](#)