

sam lindsay anderson

Wellesley, MA | 978.870.6053 | sam@samlindsayanderson.com

Portfolio: samlindsayanderson.com

LinkedIn: [linkedin.com/in/samlindsayanderson](https://www.linkedin.com/in/samlindsayanderson)

Professional Summary

Versatile UX and Graphic Designer with 5+ years of experience creating user-centric, visually compelling digital experiences. Holds an M.S. in Human Factors in Information Design and excels at blending design aesthetics with usability principles.

Core Skills

UX Research & Usability Testing, Wireframing & Prototyping (Figma, InVision), Visual Design & Branding, HTML/CSS (basic familiarity), Adobe Creative Suite (Photoshop, Illustrator, InDesign, some AfterEffects), Cross-Functional Collaboration, Accessibility Awareness, Image Editing

Professional Experience

Hwang Bishop Designs | Warren, RI

Feb 2025 – Present

Digital Designer

- Designed a new Magento-based website using Figma, balancing brand identity with user-centered design.
- Collaborated with external developers to implement UX improvements.
- Created product diagrams, infographics, and edited photography to support digital marketing.

Muse Paintbar | Dedham, MA

Apr 2024 – Feb 2025

Artist Instructor

- Led painting workshops, adapting teaching style to various learning levels.
- Fostered creative expression and team-building in group environments.

J.Jill | Quincy, MA

Sept 2017 – Dec 2022

Digital Graphic Designer

- Designed web content and landing pages, collaborating with marketing and development representatives to refine site user experience.
- Led design of static and animated promotional assets for use in paid social media campaigns, involving a monthly review and release process as well as ad hoc requests for promotional designs.
- Art directed monthly social shoots and trained junior designers.

- Managed developer handoff processes to ensure pixel-perfect builds.
- Spearheaded creation of an embedded online catalog experience which resulted in increased shopper conversion.

InCrowd | Boston, MA

Jan 2017 – Sep 2017

Graphic Designer

- Created infographics, data visualizations, and marketing collateral for a healthcare SaaS platform.
- Translated raw data into compelling visual stories across web and print.

Education

Bentley University | Waltham, MA

M.S. Human Factors in Information Design

Jan 2022 – Dec 2023

VP, UX Graduate Association

Relevant projects:

- Redesign of the Boston Children's Hospital digital health site, including usability testing and construction of a high-fidelity working mobile prototype
- Optimization of online returns for VFC/The North Face through a new mobile prototype
- Assessment of Medtronic's CareAlert cardiac monitoring interface through heuristic evaluation and usability testing
- Exploratory research for the city of Boston on perceptions of surveillance technology through in-depth interviews and affinity mapping

Dartmouth College | Hanover, NH

B.A. Studio Art with Honors, Minor in Digital Arts

2010 – 2014

Wolfenden Fine Arts Prize