

# sam lindsay anderson

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Versatile designer with a Master of Science in Human Factors in Information Design and over five years of professional experience in graphic design. Currently seeking a role in UX or graphic design where I can leverage my expertise in usability testing, prototyping, and visual storytelling to create impactful solutions.

## SKILLS

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User-Centered Design, Graphic Design, Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, AfterEffects), Usability Testing, User Research Methods, Prototyping, Data Visualization, InVision, Google Suite, Painting, Drawing

## EDUCATION

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**Bentley University**, McCallum Graduate School of Business, Waltham, MA **January 2022–December 2023**

*Master of Science in Human Factors in Information Design (User Experience)*

GPA: 3.97

- **Key Projects:**

- Redesign of the Boston Children's Hospital digital health site, including usability testing and construction of a high-fidelity working mobile prototype
- Independent design of a patient portal app with features including scheduling appointments, messaging providers, monitoring test results, and paying bills
- 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

*Bachelor of Arts in Studio Art (with Honors)*

2014

GPA: 3.7

## EXPERIENCE

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**J.Jill Corporate**, Quincy, MA

*Digital Graphic Designer*

**September 2017–December 2022**

*November 2019–December 2022*

- Designed landing page templates from wireframes to high fidelity, collaborating with other members of the web team as well as marketing and development representatives to progressively improve site user experience
- Oversaw image retouching, slicing, and release of new site content to developers on a monthly basis
- 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
- Spearheaded creation of an embedded online catalog experience which resulted in increased shopper conversion
- Trained associate designers in relevant processes and workflows

*Associate Digital Graphic Designer*

*September 2017–November 2019*

- Collaborated with the web team to create landing page designs, promotional assets, and email designs with a consistent brand aesthetic
- Supported development of designs to promote products across a range of social media platforms

**InCrowd Inc.**, Boston, MA

*Contract Graphic Designer*

**January 2017–September 2017**

- Created content marketing collateral, including white papers, social media content, and infographics
- Developed data visualizations and PowerPoints based on raw data and blog content