

## Summary

Experienced designer who has held a number of creative jobs on design projects for businesses. Has worked in the digital and web development side of the design industry. Has a strong understanding of Adobe's creative cloud programs. Proficient in wireframing/prototyping tools such as Figma, Sketch, and Adobe XD. Is knowledgeable in HTML, CSS, coding, and their uses for CMS platforms. Always learning and keeping up with the latest design trends.

## Technical Skills

UX/UI Design	Sketch	Adobe XD	JIRA
Graphic Design	CSS	HTML	Wireframing/Prototyping
Microsoft Office	Wordpress	Figma	Mural
Teamsite	InVision	Sharepoint	Quickbase

Adobe Creative Cloud   Adobe Experience Manager

Certified Pega Business Architect

## Employment History

### Senior UX Designer

Pegasystems, Cambridge, MA

6/22 to 8/23

- Led UX design for a cross-functional team composed of sales, partners, customers and products. Designed cross-platform solutions to complex UX problems in a way that showcases Pega's key differentiators, including its AI decisioning & workflow automation.
- Supported the design of innovative new features and visionary demos for reuse across the sales organization using Figma and Sketch. Also, supported the demo teams by implementing customer branding requirements (achieved using tools within Pega and optionally via manipulation of CSS). Collaborated closely with the Enterprise Architecture group, Product Management, Marketing and Professional Services, product engineers and other UX designers to receive the support needed to accomplish project goals.
- Supported other team members on time critical projects and led workshops on Pega UI/UX for Pega's top customers and partners such as Navistar, Ford, Aetna and Blue Shield of CA.

### Manager of MarTech

Aetna, a CVS Health Company, Hartford, CT

1/18 to 6/22

- Managed the creation of high-volume UX and visual designs, Figma wireframes, pages, graphic design, copy, and image content on Aetna's 19 consumer facing Aetna Better Health state plan Medicaid branded website products for desktop and mobile iOS/Android. Maintained updates of Aetna sites and their digital assets through Adobe Experience Manager, HTML, Adobe Dreamweaver and Teamsite content management systems.
- Analyzed, interpreted and communicated client's business, digital design, and marketing requirements to ensure accurate and timely implementation. Provided quality assurance to Aetna corporate pages through functionality testing websites, and PDF content to make sure they adhere to Web Content Accessibility Guidelines (WCAG).



**Senior Digital Specialist**

Aetna, Hartford, CT

6/15 to 1/18

- Coordinated UX design site updates with business contacts, Web Solutions (AIS) and vendors for scheduled content migrations through Adobe Experience Manager, HTML, Adobe Dreamweaver, Teamsite, and Oracle Universal content management systems.
- Responsible for IT projects, website revisions, and business sign off for releases. Systematically tracked the age of content, and ensured that all content was periodically reviewed by the business area and kept fresh and accurate. Recommended process improvements to enhance customer service and quality.

**Ecommerce Web Designer**

ESAPCO, South Windsor, CT

7/14 to 6/15

- Made content updates to ESAPCO's various ecommerce business websites (FarmTek, Growers Supply, TekSupply, ClearSpan, FodderPro). Modified graphic content such as banners, product images and descriptions. Also made html, and css code edits to the site's landing pages.
- Worked closely with copywriting and other marketing professionals to plan, develop, design and deploy informational and promotional B2B/B2C eBlasts campaigns. Uploaded mailing lists to Reachmail to aid in the deliverability of marketing emails.

**Interactive Visual Designer**

MassMutual, Springfield, MA

4/12 to 10/13

- Worked heavily with MassMutual's IT effectiveness team to create a variety of information graphics for their employee IT Knowledge Portal SharePoint website, including updates to their employee intranet homepage, landing pages, flash rotator banner and Service Health Dashboard made for the CIO at MassMutual.
- Modifying and creating html email designs, either from the ground up or based off of preexisting templates and designs for marketing purposes or internal uses. Used software such as Photoshop, illustrator, and Dreamweaver to create graphically content for the emails. Html emails were coded in CSS and HTML and converted into an Outlook template file for client use.

**Web/Graphic Designer**

Freelance, Manchester, CT

1/11 to Present

- Worked on a number of freelance graphic and website design projects for clients using the CMS application Wordpress, Dreamweaver and Adobe Creative Suite. You can see examples of my design and website work at <https://samuelithomas.com/>.

**Presentation Consultant/Graphic Designer** Prudential Financial, Hartford, CT 6/10 to 12/10

- Worked in the First Impressions Team at Prudential Retirement's marketing department. Acted as a consultant between the assistant sales agent and lead sales agent for all their marketing material needs on a particular project. Developed electronic presentation designs for sales agents in Prudential using Photoshop, illustrator and PowerPoint. Worked with the production staff to produce booklets, pamphlets, and box designs for sales agents to use.

**Education**

**Central Connecticut State University** - New Britain, CT- **Bachelor's degree in Arts** - May 2009  
**Mitchell College** - New London, CT - **Associate's degree in Graphic Design** - May 2006

