# Samantha Humphries

**UX Designer**

Birmingham, AL

birmingsam.com
205.862.0597
gibbonsdesign@gmail.com

## SKILLS

UX Design

Art Direction

Agile

Figma

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

HTML/CSS

Wordpress

Screenprinting

## AWARDS

2022 Silver ADDY Award

2019 Gold ADDY Award

2018 Gold ADDY Award

2015 Silver ADDY Award

2012 Silver ADDY Award

2012 Sappi Ideas That Matter
Grant Recipient

## EXPERIENCE

**Cummings Creative Group**   July 2022 - Present  /  Birmingham, AL

Digital Creative Director

Oversee and manage the UX department. Work with business stakeholders to understand requirements and participate in Agile practices, including stand-ups and sprint reviews. Collaborate with the Product and Development teams to define user-centered cross-platform solutions. Ensure consistency using design systems for native mobile application UI design.

**Infomedia**   July 2017 - July 2022  /  Birmingham, AL

Art Director
UX Designer

Designed end-to-end user experiences for custom content-management websites. Constructed sitemaps, wireframes and high-fidelity prototypes necessary to implement design. Coordinated with development team to ensure best practices for user experience and responsiveness. Reviewed work of design team and provided direction based on client goals, overall budget and functionality requirements.

**Grand View Media** *(an EBSCO Subsidiary)*   Dec 2015-July 2017  /  Birmingham, AL

Art Director

Worked with content editors and marketing managers on branding strategies across multiple brands. Managed, produced and laid out several monthly publications. Collaborated with digital editors on best practices for digital advertising campaigns.

**Cummings Creative Group**   Jan 2013 - Dec 2015  /  Birmingham, AL

Associate Creative Director
Art Director

Concepted and designed branding and marketing campaigns for over 30 clients. Leveraged digital design expertise and user experience knowledge to produce engaging websites. Created strong and effective brand strategies in digital and print.

## EDUCATION

**University of Alabama at Birmingham**   Summer 2012

Bachelor of Arts in Graphic Design

**University of Mississippi**   May 2008

Bachelor of Arts in Journalism