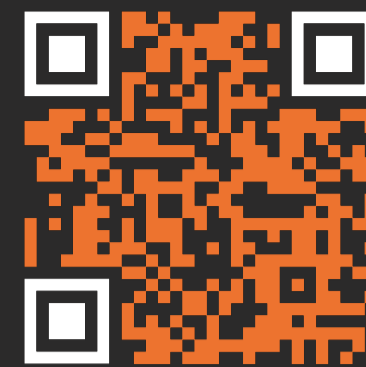


Sam Jorgensen (He/Him)

UX Designer + Researcher



samjorgensen.com



From conducting user interviews to wireframes, my passion lies in the excitement of transforming ideas into reality and delivering outstanding results for all users. I'm eager to continue growing and learning in this dynamic field.



WORK EXPERIENCE

Horizontal Digital

Associate UX Designer (Feb 2022 - Present)

Playing a pivotal role in crafting exceptional user experiences for clients' digital products and services, my responsibilities encompass a diverse range of tasks. These tasks include conducting user research, understanding both user and business needs, creating wireframes, and collaborating with cross-functional teams to ensure a seamless experience for all users.

Client work includes: Advisory Board, General Communication Inc (GCI), Bell Bank, Formica, Disney Rewards, SCJohnson and UCare.

SKJ Visuals

Freelance Photographer, Videographer & Designer (Sep 2020 - Apr 2022)

You name it, I've shot it. From real estate to action sports and 35mm SLRs to R.E.D cameras, I have experience shooting just about everything.

Cannacraft

Account Manager (Feb 2019 - Oct 2019)

Managed 14 key accounts and cultivated strong relationships with industry partners, serving as the primary contact. Additionally, I represented the brand at over 150 demos and events, offering expertise in Cannacraft's product range to retailers and direct customers. My responsibilities extended to contributing to my team's sales performance while efficiently managing account-related tasks and meticulous reporting for inventory, demos, and sales.

Tactics.com

Video Production Manager (Dec 2017 - Jan 2019)

Orchestrated and directed video content management across various social media channels and advertising campaigns. Accompanied by in-depth analytical reporting, I also produced over 250+ videos, resulting in a remarkable achievement of over 4 million views.

Woodward Tahoe + Boreal Mountain

Digital Media Manager + Content Specialist (Oct 2015 - Dec 2017)

As a specialist in video, photo, and graphic design, I successfully mentored, managed, and trained a team of five instructors, videographers, and photographers. Additionally, I served as a social media manager and curator, overseeing online presence and engagement.



EDUCATION

UX Design and Research

Prime Academy (Sep 2021 - Jan 2022)

Digital Arts- Photography

University of Minnesota- Duluth (Sep 2009 - May 2014)



INTERACTION + VISUAL DESIGN

Concept Sketches

Prototyping

Design Systems

Storyboarding

Service Blueprints

User Flows

Personas

Journey Mapping

Wireframing

Component Library

Behavioral Archetypes

Sitemaps



RESEARCH METHODS

Card Sorting

User Interviews

A/B Testing

Storyboarding

Tree Testing

Surveys

Usability Testing

Analytics

Focus Groups

Diary Studies



TOOLS + PROGRAMS

Figma

Miro

Optimal Workshop

Dynomapper

Sketch

Google Analytics

Google Surveys

Invision



COLLABORATION + FACILITATION

Active Listening

Affinity Mapping

Empathetic Support

Problem Solving

Design Critique

Virtual Brainstorming



CERTIFICATIONS

Data-Driven Design: Quantitative Research for UX

Interaction Design Foundation (2023)

Visual Elements of User Interface Design

California Institute of the Arts (2022)

Google Analytics

Google (2020)



651.472.2197



samkjorgensen@gmail.com



linkedin.com/in/s4mkjorge/