

SAMANTHA BOROWY (She/Hers)

Sr. Product Designer, Design Lead

samborowy.com

SR. PRODUCT DESIGNER, DESIGN LEAD, WeightWatchers

Mar 2021 – Present

Design lead for Onboarding, Gamification & Motivation, and Diabetes. Working with a cross-functional team using design thinking methodologies to increase member self-efficacy and support behavior change.

DIGITAL DESIGN DIRECTOR, Crosby Marketing

Mar 2020 – Mar 2021

Led teams in creating human-centered experiences for clients from discovery to launch. Worked directly with clients, including SSA, Shriners's Hospitals for Children, and HHS.

DESIGN LEAD, SR. UX MANAGER, VP, T. Rowe Price, Innovation Lab

Sept 2017 – Mar 2020

Focused on evolving the Retirement and Individual Investor experiences. I was the Design Lead on the Self-service team, leading initiatives to empower users to invest with confidence. Immediate increase in conversion rates by 14% and increase in the average amount invested, which continued to improve with bank association improvements.

ASSOCIATE CREATIVE DIRECTOR, Idfive

Jan 2015 – Sept 2017

Idfive is a mission-based agency for non-profits, higher ed, and health and wellness clients. I was the creative lead for a team of 4 designers & a writer in creating responsive web experiences, integrated campaigns, brand evolutions, and other UX/design work.

INTERACTIVE ART DIRECTOR, Ogilvy

May 2013 – Dec 2014

Provided creative direction, hands-on design, and acted as the UX/Design lead on a variety of client work. On the new business team, I played an integral part in winning work with WE tv, Firefox, and Hennessy.

SENIOR ART DIRECTOR, ADG Creative

Jan 2012 – May 2013

Focused on complex government and commercial projects, I led the design and delivery for responsive websites, tools, e-learning courseware, and videos.

INTERACTIVE ART DIRECTOR, Havas CX

Mar 2011 – Jan 2012

Traditional and digital design lead on customer engagement, loyalty, and retention work for Chase/Amazon, Sonic Drive-in, Strayer University.

ART DIRECTOR, MGH, INC.

May 2006 – Oct 2010

Concept and design for integrated campaigns utilizing print, web, interactive, mobile, social media, non-traditional and emerging technologies. Provided art direction for video, photography, and illustration projects.

GRAPHIC DESIGNER, MedStar Health

Sept 2004 – May 2006

In-house web and marketing designer for 4+ hospitals and specialty locations.

SKILLS & TOOLS

Figma	Mural
Photoshop	Miro
Illustrator	Whiteboarding
InDesign	Prototyping
Jira	User Testing
Trello	

EDUCATION

AAS in Advertising Design '04
Fashion Institute of Technology
New York, New York

BA in Geography '00
Minor in Geology
University of Delaware
Newark, Delaware

GIVING BACK

ADPlist.org Mentor

Jan 2021 – present

AIGA Portfolio Reviewer

2013 - present

MICA Grassroots DesignFest

Design Lead, 2020, 2019, 2018

DX Summit 2018 Presenter

"Zero-Based Design Workshop"

#BUX Meetup Co-Organizer

2018– 2019

Towson University, Adjunct Professor

MCOM415 – Mass Media Graphics
2 semesters, 2017

AAF Addy's Judge

2017, 2016, 2015, 2013