

# Samantha Borowy

## Principal Product Designer

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Principal Product Designer specializing in **behavior change, habit formation, and engagement systems** across **consumer health & wellness products**. Proven track record translating **behavioral science** into products that drive **sustained user behavior** and **business growth**.

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### CORE SKILLS

Behavioral design & habit formation • Growth & experimentation • AI & LLM-assisted UX • Systems thinking & personalization • Executive & stakeholder alignment • End-to-end UX (discovery → measurement)

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### EXPERIENCE

#### Principal Product Designer, WeightWatchers (WW)

Mar 2021–Nov 2025

Led **product design strategy** across core and emerging initiatives for a large-scale, **direct-to-consumer health platform** serving millions of members.

- Owned design strategy and execution across **AI & LLM features, gamification, diabetes care, health tracking,** and **community engagement**
- Led **0→1 initiatives** and optimized core funnels by testing behavior-change hypotheses, iterating on motivation, feedback, and recovery patterns
- Designed **onboarding, activation, and habit-formation systems** grounded in behavioral science—reducing friction, reinforcing progress, and driving repeat engagement through real-world usage data
- Launched the **Balance Design System**, improving design velocity, consistency, and engineering efficiency
- Partnered closely with product, engineering, data science, research, clinical, and marketing stakeholders
- Mentored designers and elevated **design craft and standards** across teams

**Impact:** +80% Virtual Workshop attendance, +3.5% activation, +1.5% food tracking, +3% Diabetes program participation

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#### Digital Design Director, Crosby Marketing Communications

Mar 2020–Mar 2021

Directed UX and creative strategy for national healthcare and nonprofit clients in regulated environments.

- Defined digital experience strategies aligned with mission-driven goals and measurable outcomes
  - Led UX and creative execution for clients including HHS, SSA, and Shriners Hospitals for Children
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#### VP, Senior Manager, Experience Design, T. Rowe Price Innovation Lab

Sep 2017–Mar 2020

Led research-driven product innovation within a startup-style lab environment focused on new business concepts.

- Owned **end-to-end UX** for new digital investor experiences
- Led **rapid prototyping, concept testing, and validation** to de-risk new product ideas

**Impact:** +14% conversion, +\$700 investment lift, **abandonment reduced 60% → 25%, 40%** paperless adoption

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#### Additional ACD/Art Director roles

#### Ogilvy, Havas, idfive, ADG Creative, MGH Advertising

Between 2006–2017, I led UX and visual design for large-scale digital products and campaigns across healthcare, education, non-profit, and consumer brands at various agencies. Managed teams, set creative direction, and delivered measurable business results.

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### EDUCATION

University of Delaware, BA, Geography, Minor: Geology  
Fashion Institute of Technology, AAS, Advertising Design

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### COMMUNITY & MENTORSHIP

**Adjunct Professor** at Towson University, **ADPList Mentor**, **AIGA Portfolio Reviewer**

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### TOOLS

Figma, Lottie, After Effects, Photoshop, Illustrator, ChatGPT, Gemini, Lovable, Notion, Jira, Linear, Slack