

JUANITA SAMBORSKI

UX/UI Designer | Product Designer | Front-End Developer

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PROFESSIONAL SUMMARY

Innovative and detail-oriented UX/UI Designer with over 8 years of experience delivering user-centered solutions across diverse industries. Expertise in conducting user research, developing intuitive interfaces, and leading end-to-end design processes—from conceptualization to prototyping and development. Proven ability to collaborate with cross-functional teams and leverage front-end development skills to craft intuitive, visually appealing, and functional digital experiences that drive user satisfaction and business outcomes.

EXPERIENCE

NBA Portland Trail Blazers

UX/UI Designer and Front-End Developer for Basketball Strategy

Portland, Oregon

August 2022 - Present

UX/UI Design

- Spearheaded the design of internal tools, enhancing operational efficiency and optimizing user experience.
- Conducted user research, developed personas, and created journey maps to inform design decisions.
- Designed wireframes, prototypes, and user flows, ensuring intuitive and user-friendly interfaces.
- Built and maintained comprehensive design systems for consistent UI components.
- Partnered with developers to ensure seamless implementation of designs and delivery of high-quality products.
- Iterated designs based on user feedback and usability testing to maximize functionality and user satisfaction.

Front End Development

- Developed the front-end of the software to match designs, ensuring a consistent and responsive user interface.
- Pioneered the use of Storybook for component-driven development, improving collaboration and reducing development time.

Graphic Design

- Designed internal documents, including player sheets, presentations, and itineraries, standardizing communication materials.
- Created reusable templates, boosting efficiency in document creation across departments.

Break Through Website

UX/UI Designer, WordPress Developer, Project Manager

June 2016 – August 2022

UX/UI Design

- Delivered end-to-end UX/UI design solutions for a SaaS product and multiple websites, ensuring seamless and engaging user experiences.
- Conducted user research and usability testing, gathering insights to enhance the product's usability and accessibility.
- Designed high-fidelity wireframes, mockups, and prototypes to communicate design concepts and user flows.
- Collaborated with cross-functional teams, to translate complex business requirements into effective design solutions.

Development

- Built and maintained functional, responsive WordPress websites with integrated eCommerce, memberships, subscription features, and multimedia content.

Project Management

- Managed the design and development of concurrent projects, including the SaaS product and websites, ensuring alignment with timelines, budgets, and scope.
- Maintained regular communication with clients and internal stakeholders to ensure successful product delivery and client satisfaction.

Graphic Design

- Designed digital and print assets, such as social media graphics, advertisements, and brochures, to support marketing campaigns.
- Created visually compelling newsletters, increasing engagement and reinforcing brand identity.

48fourteen Publishing

Founder, WordPress Developer, Designer

July 2011 – August 2022

UX/UI Design & Development

- Designed and developed an eCommerce website, focusing on creating an intuitive and engaging user experience.
- Conducted user testing and feedback analysis to improve the functionality and visual design of the platform.
- Created and maintained the website and product pages to enhance user experience, increase conversions, and drive engagement.

Graphic Design

- Led the design of digital and print materials for marketing campaigns, including newsletters, advertisements, and merchandise.
- Produced a consistent brand identity, ensuring alignment across all user touchpoints.

SKILLS

Design

- UX/UI Design, User Research, Interaction Design, Wireframing, Prototyping, Visual Design, User Journeys, Empathy Mapping, Design Systems
- Tools: Adobe XD, Photoshop, Illustrator, InDesign, Figma

Development

- React, JavaScript, Typescript, HTML, CSS, SASS, MUI, Bootstrap, Storybook, GitHub, WordPress

EDUCATION

Project Management Certificate, *Coursera*

Full Stack Development, *University of Washington*

Bachelor of Arts, *Texas Tech University*