

SAMANTHA OYENIYI

UX/ PRODUCT DESIGNER

Atlanta, Georgia | hireme.soyeniyi@gmail.com

Product designer with 7+ years of experience across enterprise SaaS and technical platforms, translating complex business requirements into intuitive user experiences. Combining UX, frontend development, and systems thinking, I simplify complex workflows, improve information architecture, and build digital experiences grounded in real user needs and technical constraints.

TOOLS & TECHNOLOGIES

Design & Prototyping

Design Systems, Figma, Framer, Responsive Design

Research & Diagnostics

Datadog, LogRocket, Browser Dev Tools, SQL Querying

Frontend & Development

HTML/CSS, Javascript, API Integrations, Version Control

Product & Collaboration

Jira, Confluence, Notion, Slack, Zendesk

SELECTED HIGHLIGHTS

- Served as Customer Support Lead at Blink Health, mentoring junior hires, monitoring SLAs, and optimizing daily support workflows.
- Built onboarding processes, documentation, escalation paths, and operational playbooks at Code Climate to support team growth and implementation readiness.
- Created internal training guides and cross-functional documentation that improved collaboration between Product, Engineering, and Support teams.

PROFESSIONAL EXPERIENCE

Web Content Author/ Designer - Bose (Contract)

November 2025 – June 2026

- Support a large-scale CMS migration across six global marketing sites, translating business and content requirements into scalable system configurations.
- Partner with stakeholders to review Figma designs and implement updates that align with established design system standards.
- Define and execute QA processes across preview, staging, and production environments to ensure successful deployments.
- Collaborate with marketing, UX, and engineering teams to deliver accessible, user-centered digital experiences.
- Leverage AI tools and custom HTML/CSS/JavaScript solutions to streamline workflows and overcome CMS platform limitations.
- Advise on content structure, SEO, and accessibility best practices to improve discoverability and user engagement.

Freelance UX Designer & Developer - Self Employed**June 2024 – Present**

- Lead end-to-end digital projects from discovery through launch, translating business goals and user needs into intuitive, scalable experiences.
- Design information architecture and user flows that balance industry best practices, business objectives, and long-term maintainability.
- Configure and integrate third-party tools, including CRM, email marketing, and ecommerce platforms, to support operational workflows.
- Build reusable design systems and templates that enable consistency, scalability, and easier content management.
- Advise clients on usability, accessibility, and content strategy, delivering solutions that are intuitive for end users and sustainable for non-technical teams.

Applications Engineer, Auxo Solutions**Aug 2023 – Feb 2024**

- Designed and deployed client-facing applications using Unqork's no-code platform, simplifying complex business processes into intuitive digital workflows.
- Led discovery sessions to gather business and technical requirements, translating stakeholder needs into scalable application solutions.
- Collaborated with product, engineering, and client teams to define workflows, document requirements, and deliver configurable enterprise applications.
- Partnered with clients throughout implementation to validate solutions, resolve blockers, and improve usability while aligning with operational goals.

Software Support Engineer, Code Climate**Jan 2022 – Aug 2023**

- Built and scaled support and troubleshooting systems, including automation scripts and SQL-based workflows, improving issue resolution speed and onboarding efficiency.
- Authored and maintained backend scripts to validate internal tooling logic, resolve data integrity issues, and support engineering escalations.
- Collaborated with product, engineering, and QA teams to investigate complex issues and contribute to long-term product improvements.

Production Support Engineer, Unqork**Dec 2019 – Jan 2022**

- Performed deep diagnostics using Datadog, LogRocket, and MongoDB to identify root causes of complex SaaS issues.
- Collaborated with engineering teams to resolve post-release bugs, contributing code-level insights and validating fixes to enhance platform stability and performance.
- Mentored new hires through structured pair programming sessions, improving technical onboarding and accelerating team readiness.

CERTIFICATIONS & EDUCATION

UX Design Certificate (Google)

Postman API Fundamentals Student Expert

Frontend Development Bootcamp (Nucamp)

Intro to Frontend Development (General Assembly)