

Samuel Garvens

UI/UX Design Specialist

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Relevant Experience

Brushies, Palo Alto, CA

Founder, UI/UX Designer

November 2024 - Present

- Founded and lead a SaaS startup offering monthly digital brushes and textures for artists, designed to combat creative block and foster artistic exploration through a curated subscription model
- Conduct iterative, in-depth user research with current and prospective users to uncover pain points, inform UX strategy, and identify opportunities for product improvement
- Customize subscription content based on evolving user needs and UX insights, integrating feedback from research and SEO/SEM trends to enhance engagement and retention
- Sustain a growing customer base of 160+ through organic growth, validating product-market fit and demonstrating strong demand without reliance on paid marketing

Wonders & Worries, Austin, TX

Marketing, UI/UX Specialist

May 2023 - May 2024

- Conducted in-depth analyses of user needs and company resources to optimize support services for families navigating injury or illness-related hardships
- Engineered media strategies using Meta Ads (PPC), GA4, and My Emma analytics to improve engagement and conversion rates through targeted, data-driven content
- Collaborated with company directors and executives to align marketing initiatives with organizational goals, ensuring user-centric solutions that meet family needs
- Led social media strategy, creating user-centric content that boosted cross-platform followers by 50% and enhanced community engagement

Projects

Bluesky Accessibility Redesign, Remote

May 2025

- Redesigned Bluesky to encourage platform adoption among hesitant users migrating from X and Threads
- Ideated and integrated UX solutions within a 5-day design sprint timeframe

Riot Games Arcane Campaign, Remote

Dec 2024

- Created original visual assets to promote Netflix's 'Arcane' Season 2 and soundtrack, enhancing audience engagement across digital platforms

Supportfolio, Austin, TX

March 2022

- Interviewed 24 individuals and pitched a startup solution supporting underrepresented artists to a university venture board for potential seed funding

Education

The University of Texas at Austin

Red McCombs School of Business
Bachelor of Business Administration
May 2024, GPA 3.8

- Awarded University Honors 8 consecutive semesters

Google

Google UX Design Professional Certificate, May 2025

Stanford University

Technical Fundamentals of Generative AI Certification, November 2024

Skills

Research

Excel, PowerPoint, Qualtrics, MATLAB, R, Tableau, GA4, User Interviews, Usability Testing, A/B Testing, Competitive Analysis, Journey Mapping, Affinity Mapping, Personas

Design

Figma, Miro, Adobe Creative Suite, UI/UX Design, Interaction Design, Mockups, Wireframing, Prototyping, Design Systems, Information Architecture, Responsive Design

Development

HTML, CSS, Python, JavaScript Webflow

Languages

English, Japanese (conversational), Spanish (elementary)

Interests

Illustration, painting, animation, music production, guitar, tennis, hiking, Nintendo