SAM HUNTER

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Experience & skills

- **At Esri, I lead the design of ArcGIS Hub's premium engagement features** (location-forward events, surveys, and discussions) from concept to code. Hub is a responsive web application powered by the data and maps of ArcGIS Online, a cloud-based B2B enterprise SaaS product.

- **Skilled in the end-to-end design process**, including storytelling, research, concept testing, analysis, journey mapping, wireframing, prototyping, visual and component design, and QA testing. My previous marketing and graphic design experience includes ad campaigns, document layout, web design, presentations, infographics, icons, branding, email templates, and tradeshow booth design.

- **I am someone who values collaboration**, while still being capable of working independently. My approach involves understanding user goals, business drivers, and product opportunities. Whether it's fellow designers, product stakeholders, the marketing team, engineers, or customers, I believe that effective collaboration stems from empathy, strong communication, being open to feedback, and following through to build trust.

- **At Esri, I primarily use tools like Figma, Lucid Spark, GitHub, and Microsoft Teams**, but I have experience with many others, especially within Adobe Creative Cloud. I can take a vague concept and deliver it while following our internationalization, design system, and accessibility best practices.

- **A 2023 win was introducing a milestone trigger pattern into our app.** This was prioritized after observing users struggle with drawing locations while posting to a map discussion. The trigger pattern helps users by showing only the next relevant step at the time it can be taken. It guides the user from writing to drawing and back, making the process much smoother and more intuitive.

- **Personally,** I enjoy macro photography, various craft projects, and experimenting with AI.

Education & employment history

BFA – Web Design & Interactive Media
Graduated 2011, The Art Institute of Washington

Senior Product Designer
2017 – Present, ArcGIS Hub, engagement features, Esri

Senior Marketing Designer
2012 – 2017, Penton Marketing Services (previously EyeTraffic Media)

Full history on Linked In: https://www.linkedin.com/in/samantha-hunter-96853518/
References are available upon request.