

Samantha Rose Lind-Feinstein

Senior UX / Product Designer

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PROFILE

Senior Product Designer with 10+ years of experience leading end-to-end design for eCommerce platforms, mobile apps, and enterprise B2B products. Proven ability to align cross-functional stakeholders, drive design strategy, and translate complex user needs into intuitive, high-impact experiences. Track record of reducing friction, improving conversion, and scaling design systems across large organizations, increasingly leveraging AI tools to accelerate research synthesis, prototyping, and design iteration. Seeking a Principal Designer role to leverage strategic vision and design leadership.

EXPERIENCE

T-Mobile | Sr. Product Designer May 2021 – Present

Remote (New York, NY) · Full-Time

- Senior Designer for the T-Life app, leading the introduction of T-Life to T-Mobile for Business customers, driving adoption and engagement across a new customer segment; recognized with T-Mobile's Digital Hero Award for innovation and impact.
- Design Consultant for T-Platform, an enterprise solution enabling customers to manage products, services, and subscriptions, enhancing self-service capabilities and reducing reliance on support channels.
- Led end-to-end design for T-Mobile for Business eCommerce initiatives, delivering scalable self-service experiences and high-fidelity prototypes that streamlined complex user journeys and improved usability.
- Played a key role in optimizing the eCommerce experience, contributing to a 76% increase in adoption among large businesses and a 67% increase among mid-sized businesses switching to the T-Mobile network over a three-year period.
- Partnered with Product Owners and cross-functional stakeholders to define and deliver strategic design solutions, presenting to executive leadership and influencing product direction and prioritization.
- Facilitated design sprints and workshops to uncover critical customer pain points, translating insights into actionable improvements that reduced friction and enhanced the end-to-end customer experience.
- Served as Design Lead on the T-Mobile for Business "Hero Mission," collaborating with Marketing, Salesforce, and Customer Experience teams to reduce drop-off rates through user testing, journey mapping, and iterative optimization.
- Developed and optimized promotional and marketing-driven assets that supported eCommerce growth and increased customer engagement.

MISC | UX Designer Jan 2021 – Apr 2021

Remote (New York, NY) · Contract

- Collaborated with a cross-disciplinary team of designers and developers to improve the user experience for B2B clients.
- Delivered landscape analyses, wireframes, and UX research to support new business pitches.

Mighty & True | UX Designer Nov 2020 – Jan 2021

Remote (New York, NY) · Contract

- Partnered with an agile team to develop advanced user flows and journey maps for tech products in the Discovery phase.
- Produced information architecture diagrams and storyboards to align B2B client teams on product vision.

OutboxEDU | UI / Graphic Designer Apr 2020 – Oct 2020

Remote (New York, NY) · Contract

- Designed WebGL and Android prototypes for Skoolly, a VR and desktop application for ESL and English-speaking students in grades 2–8.
- Created marketing graphics for Facebook, Instagram, Twitter, and LinkedIn to support product launch and brand awareness.

Website Facelifter | UX / Graphic Designer Mar 2016 – Apr 2020

Brooklyn, NY

- Designed wireframes, dashboards, and interactive prototypes for client websites.
- Streamlined eCommerce user flows, resulting in an 11% increase in conversion rate, while delivering clear user journey documentation for development teams.

New Light Theater Project | Resident Designer & Co-Producer 2009 – 2019

New York, NY · Freelance / Theatre

- Served as resident costume designer and co-producer across a decade of theatrical productions in New York City.

CORE SKILLS

UX / Product Design: User Research · Wireframing · Prototyping · Interaction Design · Sketching & Storyboarding · Journey Mapping · Information Architecture · Design Systems · E-learning

Leadership & Process: Design Sprints · Cross-functional Collaboration · Stakeholder Management · Agile / Scrum · Project Management

Tools: Figma · Adobe Suite · Jira · Claude · ChatGPT · Salesforce

EDUCATION

Rutgers University – BFA in Design · New Brunswick, NJ