



SAM HUNTER

Arlington, VA (DC Metro) | +1 240-205-6904 | samanthajoycehunter@gmail.com
Portfolio Site: sam-hunter.com | Case study password: samHunter2023

At Esri for over 6 years, I've led the product design of ArcGIS Hub's premium engagement features, events, subscriptions, and discussions. "Hub" is a responsive web app inside the ArcGIS Online platform, a cloud-based B2B enterprise SaaS product. As an embedded designer in a cross-functional team that spans 4 time zones, we apply agile, scrum, and design-thinking frameworks to deliver customer value.

Recent proud moments (#experiments, #leadership)

- **In 4 months, we increased map drawing tool usage by 50%** (#taskBenchmarking) through improved button placement and milestone triggers that guide adding custom locations to a post.
- **Impacted team morale, trust, and collaboration** by sharing regular updates (#discoverBlockers) and acting on appropriate feedback (#gracefulAdaptability). Leading by example for the long game.
- **3x presenter at, and now a “champion”** of, Esri’s design-focused community of practice (#mentor). I co-facilitate meetings, share knowledge, run fun workshops, and engage members.

Working with me (#qualifications, #teamPlayer)

- **Activities in my end-to-end design process:** “asking why, and why now”, storytelling (#inspire), research, concept testing, journey mapping, flow charts, prototyping (#discovery, #reduceRisk). Rapid ideation, wireframing, component design, documentation, design handoff (#shipFeatures).
- **Relentlessly collaborative, I strive to lead incrementally through ambiguity**, always seeking "the next right thing" to drive results. Of course, trying to be mindful of business needs, product vision, priorities, and the voice of the customer (#balance). I need access to all feedback channels.
- **I work best** on teams that value empathy, autonomy, and honest yet respectful feedback. I am less productive on teams where the norm is to tell instead of ask (#trust). I ask a lot of questions.
- **I primarily use tools like Figma, Confluence, GitHub, and Microsoft Teams**, but I have experience with many others, especially within Adobe Creative Cloud. My designs follow my team’s internationalization, and accessibility best practices built on top of our Calcite Design System.
- **Personally**, I enjoy macro nature photography, messy painting, and “what’s new around me” walks.

Relevant employment (#opportunityDrivesCommitment)

Senior Product Designer

2017 – Present, Esri

Senior Marketing Designer

2012 – 2017, Penton Marketing Services

For education and full employment history: <https://www.linkedin.com/in/sam-hunter-design/>

References or examples of social proof are available upon request.