SAM HUNTER

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At Esri for 7 years, I now lead 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

- **In 4 months, we increased location-based discussion posting by 50%** through improved button placement and milestone triggers that guide users trying to add custom locations to a post.
- **3x presenter at, and now a "champion"** of, Esri's design-focused community of practice. I co-facilitate meetings, share knowledge, run fun workshops, and engage members.
- **Stepping up as unofficial design team lead** when a colleague chose to reduce their workload.

Working with me

- **Skilled in the end-to-end design process:** "asking why, and why now", storytelling, research, concept testing, journey mapping, flow charts, prototyping, rapid ideation, wireframing, component design, documentation, design handoff reviews and measuring outcomes and adoption.
- **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.
- **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, pattern and accessibility best practices built on top of our Calcite Design System.
- **Personally,** I enjoy macro nature photography, attending events and plays, and acrylic painting.

Relevant employment

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.

Playlist of quick videos I created to cover my design journey and major projects over my career:
https://youtube.com/playlist?list=PLaR66AySZ0jaZWx20m_48goYtUi8bcxBw&si=jdh2O8WKXzZ8fIVD