



SAM SIMAN (SHE/HER)

USER EXPERIENCE DIRECTOR

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STRAIGHTFORWARD UX, EMPOWERED TEAMS

My sweet spot is where strategy, design, and content intersect—the spot that really moves the needle. This applies not only to the work we do but also to how we work together as a collaborative design team. An empowered team encouraged to have a growth mindset stays together AND slays together.

WHAT I LOVE TO DO



READ



LEARN AI



HANG
WITH SON



LISTEN TO
PODCASTS



MAKE VEGAN
GOODIES



KEEP UP
W/UX
ADVANCES

SKILLS

UX LEADERSHIP



UX STRATEGY



CONTENT DESIGN



ACCESSIBILITY



AI WORKFLOWS



TEAM BUILDING



EXPERIENCE

PRESENT
(2026)

2022

JPMORGAN CHASE

Executive Director, UX

2021

VP, Content Design Lead

2020

VP, Content Design

2018

G2O

Content Strategist

2018

SAFEWHITE / HALOSMILE

Marketing / Creative Director

2016

FREELANCE

UX/Content/Creative Director

2015

OLOGIE

Senior Project Manager

2011

THE SHIPYARD

Strategist/Copywriter/AM/PM/
RM/Dev & Design Team Lead

WANT MORE DEETS? ✓

Detailed Experience

Executive Director - UX & Content Design

JPMorgan Chase | July 2022 – present

Leadership

Content design

UX strategy

UX design

User journeys

IA

Systems building

AI process building

Product strategy

Roadmap planning

Accessibility

Standards & Governance

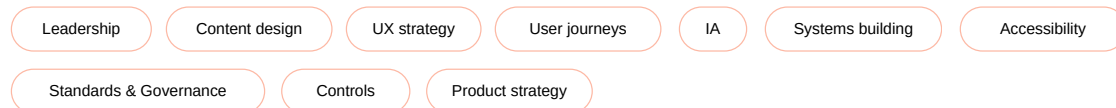
Controls

- Led and developed a high-performing UX and Content Design organization, mentoring designers across multiple career levels while shaping team culture, capability, and career growth.
- Defined UX and content strategy for Benefits & Rewards experiences serving **52M+ Chase customers**, contributing to a **60% year-over-year increase in rewards point redemption**.
- Co-led UX and content strategy for **Chase Travel**, driving a **107% increase in points redeemed toward travel**.
- In cross-collaboration with Wealth Management, led UX and content strategy for “Invest your points”—the firm’s first point redemption that powered investments. Within one week, **661 new investment accounts** were opened (a 2.9x increase) through the Rewards portal and **1,338 redemptions totaling \$413k** were made. After a month, there have been **7,531 redemptions totaling \$2.01M** and **3,541 new investment accounts**.
- Directed UX strategy for Chase co-branded card experiences across web and native mobile, including the Amazon Prime Visa portfolio serving **13M+ customers**.
- Led the redesign of the Chase Benefits Hub and Total Value Scorecard, resulting in a **1.75% increase in customer spend**, a **4-point NPS improvement**, and a **4.4% increase in benefit activation**.
- Drove AI-enabled UX and content transformation by creating enterprise content standards, translating them into structured machine-readable knowledge, and establishing an AI-powered content generation framework that improves consistency, accelerates delivery, and strengthens governance.
- Championed connected customer experiences by aligning Benefits, Rewards, Loyalty, Travel, and partner experiences into a cohesive end-to-end journey across the Chase ecosystem.
- Established scalable UX and content operations through reusable design systems, Figma libraries, governance models, and streamlined workflows that improved quality and delivery across teams.
- Influenced executive strategy through strong cross-functional partnerships with Product, Design, Research, Engineering, Marketing, Legal, Compliance, and business leaders.

- Shaped executive storytelling and partnership value propositions that support strategic relationships with brands including DoorDash, Lyft, Peloton, and Disney.
- Improved our collaboration with multiple legal, accessibility, and control teams to **reduce audit-flagged Jira tickets by 95%**.

VP of UX - Content Design Lead

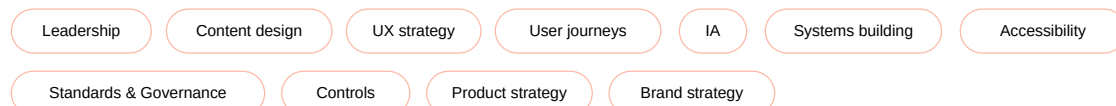
JPMorgan Chase | Jan 2022 - July 2022



- Built and mentored a growing team of content designers, establishing collaborative practices and raising the quality and consistency of content across the organization.
- Led content strategy for Benefits and Travel experiences, connecting customer journeys across the Chase mobile app and creating more intuitive end-to-end experiences.
- Applied user research and usability testing to simplify complex financial products, helping customers better understand and maximize the value of their benefits while supporting business and partner goals.
- Established scalable content standards that created consistent experiences across native mobile and digital platforms while improving cross-channel content quality.
- Partnered closely with Product, UX Design, Engineering, Research, and business stakeholders to define strategy, influence product direction, and deliver customer-centered solutions.
- Advocated for plain language, accessibility, and customer-first content practices, helping elevate the role of content design as a strategic partner within the product development process.

VP of UX - Content Design

JPMorgan Chase | 2020 - 2022

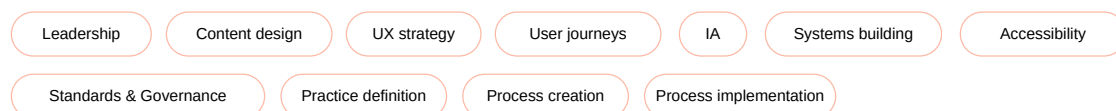


- Led UX content strategy for enterprise employee experiences, improving the usability and adoption of technology products supporting employees across the firm.

- Authored the Return to Office Technology Guides for U.S. employees—including a dedicated Mac guide—improving onboarding and contributing to increased employee satisfaction (CSAT).
- Developed the adoption strategy and launch campaign for the JPMC App Store, increasing daily downloads from **~350 to ~1,250**.
- Established scalable content templates, standards, and workflows that improved consistency, accelerated delivery, and strengthened the UX content process.
- Expanded the firm's internal design system by integrating content standards and governance, ensuring content design became a core part of the design process.
- Repositioned the employee technology brand around user needs, driving broader adoption across the organization and generating additional strategic UX engagements.
- Shifted product teams from engaging UX late in delivery to involving UX during product strategy and roadmap planning, strengthening cross-functional collaboration and improving product outcomes.
- Led communication and onboarding strategies for the new Help Desk operating model, reducing support demand by **6,000 tickets in a single quarter**.
- Partnered with Product, Design, Engineering, and business stakeholders to shape product positioning, simplify complex technology experiences, and improve employee adoption.
- Mentored cross-functional teams on UX writing, content strategy, and customer-centered communication while contributing to DE&I initiatives through content strategy, marketing, and creative direction.

Senior Experience Strategist and Copywriter

g2o | 2018 - 2020



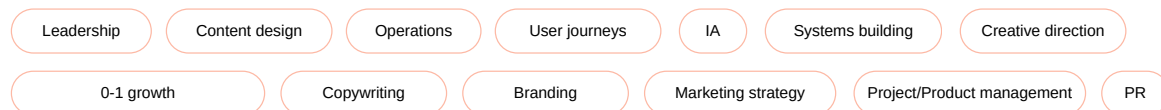
- Led UX content strategy and brand workshops for public- and private-sector clients, delivering actionable brand frameworks and content guidelines under aggressive timelines.
- Reimagined a **700+ page** website into a streamlined **25-page** experience, improving information architecture, reducing content complexity, and increasing user focus and conversion opportunities.
- Developed enterprise content standards and CMS training resources that continue to support content governance across **State of Ohio** agencies.
- Led the content strategy for the launch of the **State of Ohio Foster & Adoption** website, transforming a limited two-page presence into a comprehensive

standalone resource that improved access to information and promoted foster and adoptive care statewide.

- Helped establish the agency's content strategy practice by defining service offerings, delivery models, and team structure within the first six months, contributing to the growth of content as a core UX discipline.

Director of Marketing and Creative

SafeWhite/HaloSmile | Jan 2018 - Sept 2018



- Built the HaloSmile brand from the ground up, defining brand strategy, positioning, messaging, voice, visual identity, and creative direction for a consumer product startup.
 - Led all aspects of marketing, creative, brand, and communications as the company's first and sole marketing leader, establishing the foundation for future team growth.
 - Redesigned internal workflows, feedback processes, and team operations, improving organizational efficiency and reducing unnecessary meetings.
 - Developed hiring plans, role definitions, and onboarding materials while recruiting and mentoring marketing interns.
 - Launched integrated social media campaigns that grew the brand's social following by **2,000%**.
 - Increased Instagram engagement by **321,300% in six months** through audience-focused content strategy and creative optimization.
 - Built and scaled an influencer marketing program that increased website traffic by **27,000%**, grew Instagram followers by **500%**, and generated millions of brand impressions.
 - Secured interest from national media outlets including **Cosmopolitan, Seventeen, Allure, Life & Style, and Delta Sky Magazine**, while successfully pitching opportunities with **QVC** and the **Home Shopping Network**.
 - Directed the strategy, creative development, and production of marketing campaigns across digital, print, packaging, video, and live events to deliver a cohesive brand experience.
 - Partnered with customers, influencers, and conference attendees to establish continuous feedback loops that informed product development and collaboration with the R&D team.
 - Led the creative direction and production of updated product packaging, repositioning HaloSmile with a more premium beauty brand aesthetic.
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Additional Experience

Prior to the roles listed above, held progressive leadership positions spanning project management, operations, technology leadership, account management, and process improvement. This experience continues to inform my cross-functional leadership, operational mindset, and ability to drive organizational change. *Additional details are available upon request.*

Education

Bachelor's Degree, Applied Science

Looking for my portfolio?

SamSiman.com

