

UX/UI Designer with 13+ years of experience partnering across design, engineering, and product to deliver scalable, user-centered solutions. Focused on systems thinking, operational clarity, and aligning product execution with business outcomes.

2020 | General Assembly  
Frontend Development

2015 | Mt. San Jacinto College  
AA Communications

**Wynn Resort | Sr. UX/UI**

**September 2025 – Present**

Led enterprise-scale Design Systems and DesignOps initiatives supporting global luxury resort brands across the U.S., Macau, and future developments. Architected and governed a modular Figma library ecosystem enabling consistent, scalable UI patterns across PLPs, PDPs, and enterprise intranet experiences. Established branching, versioning, and governance workflows to reduce design debt and improve release confidence while supporting parallel team collaboration. Partnered closely with product, engineering, and brand stakeholders to translate luxury standards into flexible, systemized components without sacrificing craft or usability

**TOOLS**

Figma  
Sketch  
Google Analytics  
Optimizely / VWO  
Asana / Jira  
Confluence  
Heap

**Huge Inc. | Sr. UX/UI**

**May 2025 – July 2025**

Led the UX redesign and structural refactor of a large-scale enterprise intranet serving both corporate and frontline employees across multiple business units. Owned information architecture, navigation strategy, and content hierarchy to simplify complex organizational structures into clear, task-oriented pathways. Conducted a comprehensive IA and navigation audit to identify redundancy, unclear ownership, and cognitive overload. Collaborated with stakeholders, product owners, and engineering teams to align business goals, employee needs, and technical constraints.

**SKILLS**

UX Strategy  
UX Research  
CRO Design  
Journey Mapping  
Prototyping  
Wireframing  
A/B Testing  
Brand Identity  
Agile / Lean UX

**Dentsu / Merkle | Sr. UX/UI**

**October 2023 – April 2025**

Managed an enterprise-grade design system for Herbalife.com, scaling it across multiple digital products to support parallel UX teams and optimize end-to-end workflows. Enforced Figma library standards and created complex component properties aligned to business and product user journeys, significantly reducing design debt and accelerating design-to-development handoff. Regularly merged and published multiple branches while migrating and consolidating components into structured specification pages. Developed internal documentation tools including audit and annotation cards to improve system clarity and adoption.


**DEV / TECH**

HTML / SCSS / CSS  
JavaScript  
Github / NPM / Bash

**Rehab Media Network | Sr. UX/UI**

**February 2022 – November 2022**

Led UX and conversion rate optimization efforts for the addictions.com flagship site, focusing on improving call conversions and search experiences. Conducted multi-variation testing using VWO alongside analytics tools such as Google Analytics, Hotjar, and Heap to identify optimization opportunities. Developed data-informed UX strategies to improve engagement metrics including time on page, user flow efficiency, and CTA effectiveness. Collaborated with frontend developers to implement mobile scaling through design tokens and SCSS functions while maintaining system consistency.

 samnevarez

**SPEAKING ENGAGEMENTS**

2023 | TEDx MJSC  
Exploring the origins and evolution of design, as it shapes the future of our behaviors and expectations

**Internet Brands | Sr. UX/UI**

**November 2018 – February 2022**

Played a key role in overhauling a large-scale Web Builder platform in collaboration with product, frontend, backend, and PM teams. Authored development-focused design specifications covering variables, layout logic, spacing systems, and component behavior. Led design guidance around ADA-compliant color logic, modular wireframes, spatial hierarchy, and multi-layout components. Established scalable module standards and documentation to enable flexible configurations and improve platform usability.