

SAMANTHA EWING

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Colorado 

PERSONAL PROFILE

Lead UX designer and researcher with a 20-year foundation in diverse product environments, driving user-centered strategy across complex lifecycles. Expert in blending behavioral research, design thinking, and AI-augmented workflows to solve intricate technical challenges. A collaborative, strategic leader who thrives in team environments, combining a passion for hands-on execution with a commitment to mentorship and peer learning.

EDUCATION

University of Northern Colorado, Greeley, CO

BS in Business Administration - Computer Information Systems
Summa Cum Laude, 4.0 GPA

Certifications & Continued Learning:

- AI Coding for Designers Bootcamp
- Certified SCRUM Master (CSM)
- Figma Master Course
- UI Specialization
- UX Design
- Security Pro
- Inbound, Digital, & Social Marketing
- Mimic-Social
- Google Analytics

PROFESSIONAL EXPERIENCE

Director of User Experience

TRIBUS Group | 2022 - Present

- UX Strategy & Hands-On Execution:** Pioneered the organization's first dedicated UX function and design system as sole designer across three B2B products spanning two segments—brokerage platforms (TRIBUS, Nautilent) and MLS (Solid Earth)—serving 425,000+ agents across the client base.
- AI-Driven Design Orchestration:** Utilize custom-configured AI workflows and tailored Skills to rapidly iterate end-to-end design solutions; operate as a systems architect and UX strategist guiding creative direction, context, pattern exploration, and systemic alignment across platforms.
- Research-Driven Validation:** Spearhead continuous behavioral research and user testing initiatives, translating data-backed insights into interactive wireframes, user flows, and responsive UI components.
- Cross-Functional Leadership & Alignment:** Partner closely with Product Owners, executive leadership, and engineering teams to prioritize UX backlogs, balance technical feasibility, and advocate for user-centered design principles from concept to deployment.
- Mentorship & Team Collaboration:** Foster a collaborative design culture by hosting internal alignment sessions and design reviews, ensuring visual consistency and seamless frontend handshakes across multiple products.

IT Analyst II

JBS USA Corporate, Greeley, CO | 2021-2022

- Systems Architecture:** Managed user configurations utilizing complex SAP enterprise platforms (including PM, QM, and MII modules), ensuring alignment between technical infrastructure and diverse end-user workflows.
- User Research & Alignment:** Acted as a liaison between non-technical plant users and development teams, translating complex operational needs into intuitive functional specs.

INDUSTRY SKILLS

- User Experience (UX) Design
- Vibe Coding & Design
- AI-Driven Design Discovery
- Information Architecture
- Interaction Design
- User Interface Design
- Wireframing
- Prototyping
- User Research (Various Methods)
- Competitive Analysis
- Usability Testing
- Project Management
- Requirements Engineering
- Diagramming & Flows
- Marketing
- Presentations
- Statistical Analysis & Reporting
- IT & Systems Analysis
- Quality Assurance (QA) Testing

SOFT SKILLS

- Problem-solving
- Thought Leadership
- Adaptability
- Effective Written & Verbal Communication
- Empathy
- Humility
- Attention to detail
- Collaboration
- Facilitation
- Organization
- Ability to work independently as well as with a team
- Self-driven
- Motivation

- Continuous Optimization & Testing:** Analyzed real-time system performance and user feedback during on-call support to identify friction points, proposing iterative software improvements that reduced operational errors.
- Interaction Design & System Workflows:** Collaborated with technical staff to design, troubleshoot, and optimize production system workflows, eliminating usability bottlenecks to boost daily department productivity.

Executive Services Officer

Sears Real Estate, Greeley, CO | 2018 - 2020

- Workflow Optimization & Digital Transformation:** Spearheaded a digital transformation initiative to transition operations to a paperless, software-driven workflow, increasing agent productivity through optimized interface adoption.
- User Workflow Evaluation:** Conducted routine user workflow evaluations to continuously refine internal digital tooling and maximize operational efficiency.
- Cross-Functional Project Management:** Facilitated critical project management tasks surrounding the implementation and launch of new business-critical software applications.
- Operations & Administrative Alignment:** Assisted the CEO in executive services to streamline communication, documentation, and operational workflows for a 50-agent real estate office.

Projects Manager & Quality Assurance Tester

IRES MLS, Loveland, CO | 2005 - 2018

- User Advocacy & Discovery:** Acted as the primary champion for user needs across a 13-year progression at an MLS serving ~6,000 real estate subscribers; translated a deep understanding of user pain points into actionable system requirements, documentation, and prioritized development workflows.
- Product Triage & Prioritization:** Co-managed the product backlog and strategic prioritization of system enhancements, fixes, and complex system conversions; balanced technical feasibility with customer impact while maintaining highly transparent stakeholder communication.
- Cross-Functional Product Partnership:** Partnered as the UX/QA counterpart to the Product Owner and Engineering team to ship complex software projects; led UI testing, data mapping, and bug identification to ensure high-quality, user-centered deployments under tight standards.