

SAMANTHA HAVAS

Senior Product Designer - AI-Native

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Senior Product Designer with 10+ years of experience designing 0→1 products and scaling growth systems. Specialized in AI-native product design, experimentation, and conversion optimization. Proven track record of driving measurable impact across high-traffic platforms through data-informed design and cross-functional collaboration.

PROFESSIONAL EXPERIENCE

Senior Product Designer · Angi | Jan 2022 – Jan 2026

- Owned core growth surfaces (homepage, sales funnel, and SEO landing pages) supporting a platform generating \$3M+ in daily revenue, driving improvements through A/B testing and personalization.
- Increased user engagement by 33% by redesigning navigation and pro-selection flows, aligning cross-functional teams around a directory-first marketplace model.
- Built and scaled a component library for the Growth organization, reducing design-to-development handoff time by 20% and improving consistency across Angi and HomeAdvisor platforms.
- Improved SEO performance by designing interactive, indexable components, reducing bounce rates by 15% and increasing organic discoverability.
- Partnered closely with product, engineering, and analytics teams in a high-scale experimentation environment to iterate quickly and validate design decisions.
- Mentored 2 designers through structured critiques and cross-functional collaboration, helping elevate team output and design quality.

Product Designer · Homer | Apr 2020 – Jan 2022

- Led zero-to-one product design for a Sesame Street-backed social-emotional learning app, owning end-to-end UX from concept through launch — wireframes, UI design, usability testing, and design system creation.
- Increased child engagement by 25% by optimizing core app flows (ages 2–6) through iterative UX design and playtesting insights.
- Conducted qualitative and quantitative research (interviews, surveys, field testing) to inform product decisions and prioritize features.
- Collaborated closely with the Sesame Street brand team and internal stakeholders to ensure the product met both educational standards and brand guidelines.
- Designed monetization flows and lifecycle marketing assets (landing pages, email), contributing to a 15% increase in user acquisitions.

Lead Digital Designer · Sarankco Creative Studio | Jun 2019 – Apr 2020

- Delivered digital campaigns for AMEX, Sephora, and others — aligning websites, ads, and emails with brand goals and boosting client engagement by 20%.
- Presented design concepts directly to stakeholders, iterating based on feedback to ensure on-time delivery and client satisfaction.

Lead Visual Designer · Stackla | Sep 2016 – Jun 2019

- Rebranded Stackla's visual identity — redesigning web and marketing assets — increasing demo

requests by 31%.

- Launched a demo microsite that generated 500+ qualified leads within its first month, directly impacting the sales pipeline.

Graphic Designer · Newmark, Cornish & Carey | Aug 2015 – Sep 2016

- Produced brand campaigns, websites, infographics, and print collateral while maintaining brand standards and mentoring a junior designer.

Graphic Designer · DTZ | Dec 2013 – Aug 2015

- Supported a company-wide rebrand during the DTZ acquisition, producing corporate marketing and branding assets across digital and print channels.

EDUCATION

Boston University | BFA in Graphic Design | 2013

General Assembly | Certificate in UX Design | 2017

SKILLS

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|--------------------------------------|---------------------------------|----------------------------------|
| • Zero-to-One Product Design | • User-Centered Design | • Accessibility (WCAG) |
| • AI Product Design | • A/B Testing & Experimentation | • User Research (Qual & Quant) |
| • Conversion Rate Optimization (CRO) | • Product Strategy | • Mentorship & Design Leadership |
| • Cross-Functional Collaboration | • Interaction Design (IXD) | • Design Systems |
| | • Prototyping | |

TOOLS

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|------------------------|---------------|--------------|
| • Figma | • Amplitude | • Jira |
| • Miro | • Maze | • Storybook |
| • Adobe Creative Suite | • UserTesting | • Vercel/V0 |
| • GitHub | • Claude Code | • Cursor |
| • Notion | • Slack | • Zeroheight |