Sam Deopante

PRODUCT DESIGNER · SOLVING A MILLION PROBLEMS

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SUMMARY

Product designer, ten years in, the last five in UX. Campaign work taught me how a thing reads before it ships, and product work taught me to prove it: an ordering tool that lifted reorder rates 40%, a fee flow that raised agent satisfaction 60%, and lavote.gov for ten million residents.

EXPERIENCE

Planeteria Media

Content Strategist (UX & Information Architecture) · Full-time · 2022–Present

- Plan information architecture for client site rebuilds with designers, developers, and PMs, mapping legacy content to new structures.
- Led the migration strategy for 1,000+ pages, bringing them up to ADA/WCAG compliance along the way so navigation got easier and accessibility was built in, not patched on.
- Started as Content Creator; the role grew into content strategy and IA.

Ria Money Transfer

UX/UI & Marketing Designer · Contract, part-time · 2022–2025

- Designed the UX flow for the **FX Online Agents System**, the tool agents use to quote transfers. About 80% of agents and customers could finally see promotional fees in real time, and satisfaction rose 60%.
- Designed **Ria Cart**, a marketing-materials ordering system for agents and store managers. Rebuilt a 131-item catalog that had hidden the order total until the shipping form, so price is visible from the first item. Reorder rate up 40%, user satisfaction up 68%.
- Ran both projects end to end: stakeholder interviews, flows, wireframes, prototypes, UI, and engineering handoff on Ria's own component library.
- Led integrated campaigns across 15+ regions, with 250+ print and POS assets in 1,200+ retail locations, part of a 22% rise in new sign-ups.
- Built the company-wide brand templates and accessibility guidelines that cut creative turnaround 35%, and localized campaign work with regional marketing teams.

LA County Registrar-Recorder/County Clerk

UX/UI Designer · Norwalk, CA · 2020–2022

- Led visual and interaction design for the County's voter and records systems, serving roughly 10 million residents in ten languages.
- Delivered the **lavote.gov** redesign: five top-level sections, a two-click depth cap, and naming rules that separate which department a resident wants from what they came to do. The site had no UX process before this.
- Wireframes, prototypes, and UI work took site engagement up 300% after launch.
- Advised Product, Design, and Development on WCAG compliance, and wrote the department's accessibility audit documentation.
- Introduced the review habits that stuck: design critique, annotated specs for developers, and a shared pattern set for voter-facing pages.

Earlier experience

UI & Production Designer · 2016–2021

- **UI Designer**, Relief Services for Veterinary Practitioners (contract, 2021). Mobile interfaces, wireframes, and UI spec documentation.
- **Production Designer**, BINACO and American Ranch & Seafood Market (2016–2020). E-commerce and campaign content, packaging across a 1,000+ item inventory, digital signage, and photography.

SKILLS

Product design
Wireframing and prototyping, UX system flow design, user research, mobile and web interface design, design systems

QA & testing
Design QA and UI review, usability testing, accessibility audits and remediation, cross-browser and responsive testing, bug triage with dev teams

Accessibility
WCAG 2.2 AA, audit documentation, remediation, contrast and structure review

Visual & brand
Print and digital advertising, OOH and campaign design, brand systems, packaging design, photography

Systems & tools
Content strategy, localization, digital signage, AI-assisted workflows, process optimization. Figma, Adobe Creative Suite, Canva, HTML and CSS

EDUCATION

Bachelor of Science in Information Technology
Ateneo de Davao University, Philippines

Google & Coursera
UX Design Professional Certificate

SELECTED CASE STUDIES

registuroturo: brand e-commerce, design to launch

Ria Cart: internal ordering tool, 131-item catalog

lavote.gov: IA and accessibility for 10M residents

samdeopante.com: personal project, this portfolio and its design system