



Sam Wheeler

UX Designer

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Hi there...

I'm Sam. I'm a UX designer based in Chicago who's passionate about solving problems that help people—and using design to improve the world in ways big and small.

I'm a system thinker, driven by an inherent fascination for exploration and connecting the dots to create human-centered omni-channel experiences.

THINGS I DO

User Research • Competitive Analysis
Human Centered Design Methods
Workshop Facilitation • Journey Mapping
User Flows • Information Architecture
Sketching • Wireframing • Prototyping
Usability Testing • Interaction Design
Visual Design

TOOLS I USE

Pen & Paper, Sketch, Figma, Axure,
Zeplin, Mural, InVision, Smaply,
VersionOne, Jira, Adobe CC, UserZoom

CERTIFICATIONS

2021 • LUMA Institute Certified Facilitator
of Human-Centered Design

2019 • LUMA Institute Certified Practitioner
of Human-Centered Design

EDUCATION

2016 • **User Experience Design**
General Assembly

2011 • **B.S. Architectural Studies**
University of Illinois at Urbana-Champaign

2010 • **Architectural Study Abroad**
L'Ecole National de Supérieur Architecture (Versailles)

WORK EXPERIENCE

2021 - present • **Allstate** • Senior UX Designer

Currently, I'm a design lead focused on envisioning & delivering an enhanced mobile app experience for 4 million + active users across both iOS and Android platforms:

- Partner with Product Managers and stakeholders to define and drive product vision
- Facilitate ideation workshops and leverage insights to design and test concepts through sketching, wireframing, and prototyping
- Collaborate with researchers to develop test plans, synthesize research, and identify key opportunity areas
- Proactively work to increase the efficiency and effectiveness of our multi-disciplinary team's process
- Pair with developers to ship well crafted experiences

I'm also a leading contributor to the creation of an internal Design Thinking practice within Allstate, focused on increasing innovation throughout our organization by educating designers & stakeholders on various methods to help them more effectively frame problems, rapidly ideate, and prioritize the work that will make the greatest impact.

2018 - 2021 • **Allstate** • UX Architect

I was a key contributor and squad leader responsible for designing a new product ecosystem as part of Allstate's Transformative Growth strategy:

- Led the design effort to effectively integrate our highly complex telematics product option within the online shopping experience
- Skillfully managed extreme ambiguity, shifting priorities, and crafted complex user flows to help provide clarity to both team members and stakeholders
- Drove the transformation of our squad's process and collaboration practice, which became the model for how to work cross-functionally as a multidisciplinary team

Previously, I supported six different products, including agency software and customer facing web experiences.

2013 - 2018 • **CPI Daylighting** • Creative Director

UX Design

To increase user engagement, I redesigned CPI Daylighting's entire website—using card sorting and user testing methods to deliver a clearer IA, a smoother navigation, and a more efficient product research experience.

Visual Design / Branding

I re-branded CPI Daylighting in 2015, and effectively managed the company wide roll-out. CPI Daylighting was later acquired for \$47 million.