# Samantha Warren

Samantha Warren is inspired by mid-century furniture, delicious food, awesome people, and her cat. During college she studied mostly print and packaging design and received her Bachelors of Fine Arts degree. She wanted to swing it as a painter, but ultimately ended up becoming a designer. Samantha learned CSS and HTML from her coworkers at her first job as a "web designer". Since then, her career has taken off. Having the ability to code and design, she is a hybrid.

Samantha is an Experience Design Lead at Adobe, San Francisco. Previously she worked for companies such as Twitter, Phase2, Viget Labs, and Ogilvy. Not only is her client list extensive, including National Geographic, Ford Motors, Quaker Oats, and PBS, but she is also known for contributing her design expertise through various online sites.

From multi-site publishing platforms, to one-page sites, she deals with many different problems in her work. One of her sites is styletil.es, where she worked as the creator, designer, and art director. This site breaks down the steps for style tiles as one of the primary steps when working with clients to develop their own site. Style Tiles should encapsulate a company's brand and feel. Style Tiles are a great tool because they focus on the brand of the client rather than devoting time to develop how the site will look responsively. Her second noted project was with the client: Washington Examiner. She redesigned the platform and acted as the design director and lead. She created a fresh design to "usher a respected regional newspaper into the digital future." It was created when the Washington Examiner needed a new look for their 2012 election site and the outcome was successful in making online visitors more social, by placing an emphasis on authors, and highlighting article sharability. Her final notable site is Georgia Gov. for their multi-site design system where she worked as design director and lead. This site is a system for a multi-site publishing platform.

Samantha's favorite part of the creative process is brainstorming and talking with the client. She enjoys getting people involved in the process, and believes that the best ideas come from collaboration. She also believes that the best design is when the message is communicated to the widest audience possible, while still appeasing the client goals. What makes her creative process different from anyone else is that she pushes interactivity to a new level. She asks a lot of questions, and isn't afraid to get clients involved. To her, the most important thing is being interactive.



*"Your process should be as responsive as the products you are designing."*