SAM T McCRACKEN

UX/UI & GRAPHIC DESIGNER

📞 (513)-289-6139

✉️ Sam@samtmccracken.com

🌐 https://www.samtmccracken.com

📍 Tampa, FL

+ EDUCATION

2020
Graphic Design
Indiana Wesleyan University

2020
Sports Marketing
Indiana Wesleyan University

+ SKILLS

AI Design | AI | Figma | Agile | UX Design | UI Design | Research | Design Systems | Saleforce | AWS | Axure RP | Typography | Visual Design | Graphic Design | Brand Design | Ecommerce | Product Design | Consultancy

+ HOBBIES

Playing Video Games, Watching Sports (football, basketball, hockey), Exploring new resturants, going to the beach, and I cant forget game nights.

+ SOCIAL MEDIA

f facebook.com/sammccracken

in linkedin.com/Samtmccracken

+ PROFILE SUMMARY

UX/UI and Product Designer with years of experience designing intuitive, scalable digital experiences across SaaS platforms, AI-powered tools, and branding. Adept at leading end-to-end design from concept to implementation in cross-functional environments. Skilled in crafting user-centered solutions that balance business goals with design excellence. Comfortable working in fast-paced, iterative settings—especially in emerging technology spaces—and passionate about building accessible, human-first products that make a real impact.

+ WORK EXPERIENCE

NeuraFlash

UX UI Designer / Consultant | Jan 2023 - Present

Remote out of Tampa, FL, United States

- Led UX/UI design for internal B2B SaaS tools and client-facing platforms, with a strong focus on AI-driven features.
- Designed experiences for chatbots, AI assistants, and automation workflows that improved efficiency and user experience.
- Worked cross-functionally with product managers, engineers, and researchers in an embedded team model.
- Created wireframes, interactive prototypes, and high-fidelity UI for web and mobile apps.
- Helped shape scalable design systems and supported product-led growth strategies through rapid iteration and user feedback.

Ideal Image

UX UI Designer | Jan 2022 - Dec 2022

Tampa, FL, United States

- Designed responsive interfaces for the website, mobile app, and internal systems including Salesforce.
- Created wireframes, prototypes, and high-fidelity designs focused on improving core user journeys.
- Partnered with internal stakeholders to ensure a cohesive, brand-aligned user experience across channels.
- Contributed to iterative design improvements through testing and user feedback.

Ashley Industries

UX Architect | Apr 2021- Jan 2022

Tampa, FL, United States

- Designed omni-channel experiences across e-commerce, mobile, and in-store platforms.
- Led the UX for account management, checkout, and kiosk flows to reduce friction and improve engagement.
- Maintained consistency across platforms while collaborating closely with development and creative teams.

Sam T McCracken Design (Freelance)

Designer | 2020-Present

Tampa, FL, United States

- Delivered end-to-end design for web apps, mobile products, and brand identity systems for a wide range of clients.
- Specialized in UX strategy, UI design, and digital branding across industries including tech, healthcare, and lifestyle.
- Helped startups and small businesses launch scalable products with strong visual and user experience foundations.