

SAM CONANT

PHONE

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LINKED IN

/in/samuelconant

EDUCATION

Bachelor of Fine Arts

The College for Creative Studies

Harvard Business Publishing

Leadership Development Program

Adobe

Certified Designer

Certified Developer

SKILLS

 Creative Direction and Leadership

 Team and Relationship Building

 Design Systems and Libraries

 Adobe Creative Suite

 Figma and Sketch App

 Illustration and Data Visualization

 HTML/CSS/SCSS

 Apparel Decoration

PROFESSIONAL

Staff Product Designer • Twitter (2022 – Present)

Senior design lead for Twitter Blue Publisher and Subscription Experiences. We work closely with the Consumer, Revenue, and Creative Systems teams. We also collaborate with XFN partners and publishers to extend Twitter products into more digital ecosystems and serve 250MM+ daily active users.

- Lead design efforts that add new publisher tools and components to the global Twitter design system.
- Design and develop new dashboard IA and UX for both admins and consumers.
- Collaborate with Research teams in extensive user studies.
- Build and maintain design roadmaps tied to specific KRs.

Co-owner • Northern Shirt Co. (2019 – Present)

Operate a wholesale apparel and design decorating business located in Northern Michigan's Upper Peninsula. Design, order, set up, and produce a massive variety of embroidered and screen-printed goods for both small and large businesses across the country. Host local events and knowledge-sharing while also maintaining a 1500sq ft retail space showcasing our own retail line.

Creative Director • Hearst Autos (2019 – 2022)

Lead end-to-end product design and marketing teams for Hearst Autos. Collaborated with and directed each of the brand design teams for Car and Driver, Road & Track, Autoweek, and Bring a Trailer – as well as designed and developed new features for a multi-brand suite of production tools.

- Worked closely with product, engineering, and editorial leadership across multiple global brands.
- Maintained each brand's identity and consistency including style and brand guidelines, design systems, and component libraries.
- Conducted user research for data-driven UX/UI decisions and insights for data visualizations.
- Conceptualized and delivered critical products and content for 25MM+ unique users each month.
- Provided creative solutions for live events that support and grew our lifestyle memberships.
- Coached and developed team members and content creators on the most impactful design and storytelling methods.
- Promoted a "Rising tides lift all ships" culture.
- Partnered on projects with Nissan, Hyundai, Toyota, Carvana, Esquire, and many more.

PREVIOUS ROLES

Design Director • Hearst Autos (2016 – 2019)

Digital Design Director • Car and Driver (2010 – 2016)

COLLEGE FOR CREATIVE STUDIES • ILLUSTRATION INSTRUCTOR (2010 – 2013)

Taught Senior-level courses focused on career-readiness in the design market for illustrators.

Interactive Art Director • Doner Advertising (2009 – 2010)

Directed a team of designers and writers who created unique brand stories that were supported with strong interactive design and vision. Successfully launched several new products for clients such as Mazda, Odwalla, Quaker State, and Pennzoil.

Senior Flash Designer • Agency.com (2007 – 2009)

Developed innovative concepts that supported a range of consumer and B2B clients. Lead teams in brainstorming and strategy. Designed and built interactive campaigns for clients including Apple, Nike, Sears, HP, Fisher-Price, Energizer, and Skittles.