

SAMMIE ZONANA

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Passionate product designer and leader who finds joy in connecting with others to discover and create product solutions that make the world a happier place.

KEY SKILLS & STRENGTHS

Product & Strategy | User and market research dissemination, UX strategic planning, feature prioritization, service blueprint design, impactful storytelling, negotiation and influence

Communication | Advanced multidisciplinary collaboration skills, relationship management, teacher of industry methods and tools, efficiency expert across multiple technical areas

EXPERIENCE

Product Designer II | Bestow Life Insurance | *01/2021 - Present*

Lead Product Designer for customer-facing, policy management experience. Advocate for the comprehensive UX research and design process. Continually encouraged the refinement of company processes and the elimination of inefficiencies between departments. Designer on design system team; defining and building an accessible, consistent, and highly usable design system for products to adopt across the organization.

Product Designer I | Bestow Life Insurance | *07/2019 – 01/2021*

UX Researcher and Product Designer on multiple products and cross-functional teams. Pioneered research and user testing best practices and guidelines across teams.

Founder | [Sammie Zonana Music](#) | *12/2014 – Present*

Founder of live music entertainment company; driving year-on-year growth and profitability by delivering industry-leading live music performances at weddings and special events.

Talent | NBC The Voice | Season 12 | *10/2016 – 04/2017*

LEADERSHIP

Employee Resource Group President | Bestow Life Insurance | *08/2022 - Present*

Spearheaded new ERG for sexuality and gender minorities and their allies. Lead and coordinate monthly group meetings and trainings in LGBTQ+ history and diversity to spread awareness..

EDUCATION

General Assembly

UX Design Immersive | 2019

The University of Texas at Arlington

Bachelor of Arts in Art | 2014