

# Sammy Robens-Paradise

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Product Designer / Developer

 [sammy.world](http://sammy.world)

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## Experience

### Beacon Biosignals. / Product Designer II

Jul 2023 — Present

Designing the world's AI neurobiomarker platform accelerating clinical trials powering new treatments for patients with neurological and psychiatric diseases

Leveraging an intimate knowledge of neuroscience, systems engineering, software development and product design to deploy clinical trials that scale for biopharma, scientists and patients alike

### Beacon Biosignals. / Front End Developer

Internship | Jan 2021 — Aug 2022

Developed a next generation AI-powered interface used by neurologists to diagnose illness based on EEGs (brainwaves). Architected DSP over TCP brain signal streaming infrastructure decreasing streaming latency by 1000%.

Leveraged knowledge of web accessibility to architect, build and design Beacon's cross-platform react component library.

### Float Card. / Product Designer

Aug 2020 — Sept 2021

Led comprehensive design process introducing a cradle-to-the-grave product lifecycle.

Designed and developed application interface for Float.

Worked closely with stakeholders to define new UX guidelines concerning virtual credit cards and expenses.

Designed In-product artwork, illustrations, and core features.

### PUMA Utilities / UI/UX Developer

Internship | May 2020 — Aug. 2020

Designed UX studies evaluating mental models of data validation process used for experience-based interface redesign.

Created PUMA's global design system, establishing modern color palettes and a beautiful data-driven product look and feel.

Prototyped and developed component-based front-end infrastructure to increase product scalability.

### Hootsuite / Software Developer

Internship | Sept 2019 - Dec 2019

Collaborated with design, product and Dev Ops teams to ship robust code used by over 18 million people.

Implemented front-end calendar service redesign to meet marketing needs of Hootsuite's global clients in react.

Led initiative backed by 130 developers to create W3C AA accessibility implementation strategy including CI integration.

## Skills

**Create:** Agile, Lean methodology, prototype development, Jira, iterative design, user testing, usability tests, A/B testing, quantitative design methods, design system implementation, user interviews, user research & persona design, problem-solving, design thinking.

**Design:** Figma, Adobe XD, Illustrator, Sketch, Photoshop, web design, mobile app design, 2D animation, illustration, wire framing, system modelling, user interface design, UX design.

**Develop:** React, Typescript, Next.js, Node.js, Express.js, JavaScript, Python, C/C++, CSS (Sass & Less), HTML, SQL, Docker, GraphQL, REST APIs, Git, Yarn, Npm, Django, Jest, Cypress, Webpack, vite, GitHub, CI/CD, WebSockets, WebWorkers, AWS, MVC applications, TDD.

## Projects

**Github-Contributions-Counter:** Javascript (typescript) package allowing users to track their GitHub contribution history on the server or in the browser.

**Intensif-Eye:** Designed and developed with team of 4, react native application using compute vision AI that extracts hard to read text from images for use by individuals who are visually impaired and displays the content in an accessible format.

## Education

### Hrs. Systems Design Engineering

Minoring with distinction in computing — neuroscience & machine learning

The University of Waterloo, Class of 2023

**Areas of Study:** Machine intelligence, neuroscience, neurobiological system modelling UX design, complex systems modelling & analysis, prototyping and quantitative design patterns, HCI design, signal processing, system optimization, pattern recognition, human statistics design patterns.