

Sam Cook

Mission Driven Product Designer, Leader and Systems Thinker, living in the woods just north of Seattle.

EXPERIENCE

Principal Product Designer & Head of Design | Fixie.ai

August 2023–Present, Seattle

Joined as IC Designer #1 responsible for all end to end design work for Fixie's LLM-powered developer platform, as well as brand, informing product direction and tech demo design work.

Director of Product Design | Varo Bank

March 2022–August 2023, Remote

Initially joined as a Principal level IC focused on 0-1 Design Systems work. My scope grew to leading Product Design & Design Systems all up with a team of 7 direct reports and reporting directly to the Chief Design Officer.

Principal Product Designer, Design Systems & Platform | Zillow Group

October 2019–March 2022, Seattle & Remote

Lead the 0-1 creation of Zillow's Design Systems for Android and iOS including everything from the token-level approach to dark-mode to "PMing" the component work with eng and leading the org-wide rollout. Later became the Lead Designer for all platform work, unifying Zillow's approach to common experiences like forms, search and property cards.

Product Design Advisor | Possible Finance

2017–2019, Seattle

Helped the founders with their 0-1 product efforts in 2017 achieving product market fit. Designed a highly successful short-term credit building loan product for underbanked Americans. Assisted founders in hiring their first full time designer and later led the team on an interim basis.

Senior Product Designer | Outreach.io

January 2019–October 2019, Seattle

Worked on a small product incubation team lead by one of the co-founders to run market validation on a new product offering for Account Executives. This effort resulted in Outreach acquiring another company that solved the problems we validated.

Senior Product Designer | Axon

May 2016–Jan 2019, Seattle

Design Lead for in-car solutions at Axon, including Fleet, Axon's in-car camera and evidence management system. Designed Fleet from the ground up and brought it to market. Fleet was a smash hit for Axon and became the market leader in in-car video solutions for public safety agencies internationally.

Interaction Designer | Microsoft

Summer of 2013 & June 2014–May 2016, Redmond

Interned on the Windows App Store team and was invited back as a full time employee after graduation from the UW. Worked on a net-new unified account management experience and later worked on rich compose and social features in Outlook Web.



SAM WHO?

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Lake Forest Park, WA

LINKS

www.sam-cook.com

www.linkedin.com/in/samtcook/

EDUCATION

Bachelor of Design, IxD

University of Washington, 2014

Associate of Arts

North Seattle College, 2010

INDUSTRY KNOWLEDGE

Product Design
User Interface
User Experience
Native App Design
iOS / Material Design
Accessible Design
Design Systems
Platform Design
Responsive Design
Interaction Design
Motion Design
Service Design
Wireframing
Rapid Prototyping
Information Architecture
LLMs & Generative AI

TOOLS & TECHNOLOGY

Figma, Figjam, Sketch, Protopie, Framer, Webflow, Adobe Creative Suite, Jira, Confluence, Basecamp, Airtable, Notion, Asana, CSS, React, Processing & Arduino

SOFT SKILLS

No drama, easy to work with.
Highly adaptable and quick learner.
Great cross-functional collaborator.
Show vs tell approach to getting buy-in from partners. Business impact mindset.