

# SAMUEL DIAZ

## UX/UI ARCHITECT AND AI AUTOMATION SPECIALIST

Miami, Florida | [www.samdiazmedia.com](http://www.samdiazmedia.com) | [samdiazmedia@gmail.com](mailto:samdiazmedia@gmail.com)

UX/UI Designer and AI Automation Specialist with 8+ years of experience delivering digital solutions across design and operations. I build no-code systems that streamline business processes using Zapier, Make.com, and n8n — always grounded in design-first thinking and user empathy.

### AREA OF EXPERTISE

AI Workflow Design	Zapier, N8N & Make.com	Visual Communication
UX Strategy	Automation Architecture	No-Code/Low-Code Systems

### KEY ACHIEVEMENTS

- **Creative Systems Builder:** Over 15 years delivering design, video, and UX solutions across government, agency, and startup clients — now applying that creative mindset to AI-powered systems.
- **AI Automation for Ops & Marketing:** Designed and deployed no-code workflows for real businesses (eComm, education, agency), improving operational efficiency by 60%+ and saving 5–10 hrs/week per client.

### PROFESSIONAL EXPERIENCE

#### AI Automation Specialist (Freelance)

February 2024 – Present

- Built and deployed AI-powered workflows using Zapier, Make.com, and n8n to streamline business operations.
- Delivered systems for Baked by V, Plant From Your Snack, and Lightpointe Design across eCommerce, education, and creative agency verticals.
- Created automations for lead capture, onboarding, invoicing, and content distribution.
- Rebranding as a freelance AI Automation Specialist focused on simple, high-impact systems for entrepreneurs.

#### Lead UX Designer & Product Owner – Spatial Front

January 2022 – January 2025

- Acted as both Lead UX Designer and Product Owner, managing the full product lifecycle from research and discovery to handoff and implementation for federal contracts.
- Collaborated with cross-functional teams to evaluate UX/UI requirements, align on business goals, and prioritize features across agile sprints.
- Delivered high-impact design solutions including wireframes, journey maps, and interactive prototypes, ensuring compliance, accessibility, and user satisfaction.
- Led stakeholder meetings and backlog grooming, serving as the voice of the user while managing technical constraints and delivery timelines.

#### Senior Visual Designer & Manager – ProMedia Fire

August 2020 – January 2022

- Led a team of 5-6 designers across multiple projects, managing deliverables for over 200 clients globally.
- Delivered custom designs and videos for a SaaS platform, enhancing user engagement.
- Produced wireframes, prototypes, designs and 3D animations.
- Hosted team and client meetings, streamlining communication and improving efficiency.

#### Lead Video Producer & Motion Graphics Designer – Calvary Chapel

August 2016 – August 2020

- Produced and edited weekly promotional videos and teaching series teasers.
- Created motion graphics, 3D animations, and VFX, enhancing overall video quality.
- Managed all aspects of production, including scripting, directing, and post-production.

### TOOLS & TECHNOLOGIES

Zapier, Make.com, n8n, Bolt.new, Lovable, Airtable, Webflow, Framer, Figma, Adobe Creative Suite, Cinema 4D, Protopie, VS Code, Jira

### ADDITIONAL INFORMATION

- **Languages:** English, Spanish
- **Certifications:** SAFe Agile Certified Practitioner, Motion Design with Figma (Udemy), Web & Mobile Design (Udemy)
- **Client Industries:** Industries Served: eCommerce, Education, Creative Agencies, Non-Profits, Government (Federal)