
Samantha Bailey

User Experience Design Expert

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Samantha Bailey Bio



Samantha Bailey has been **leading user-experience projects, directing teams and guiding professionals in their career development** for over fifteen years.

Her experience has run the gamut from startups to fortune-500 companies and she has been responsible for both business development and operations. She has a solid track record leading high-performance user-experience teams and is particularly adept at fostering teams with high rates of retention.

For the past six years she has run SIFT UX, a consulting business providing a full suite of user experience design services. In addition to consulting, she serves as an adjunct instructor at Kent State, teaching user & task analysis and advanced information architecture.

As the first employee at the startup Argus Associates, she played an integral role in growing the IA practice at Argus into a mature practice. In her role as VP of Operations at Argus, she was responsible for the management and career development of 21 information architects and usability specialists.

Samantha is active in the UX field outside of office hours, serving as co-lead for a local UX Meetup group in Akron, OH, and providing irregular editing for the online journal Boxes & Arrows. She was a founding member of the Information Architecture Institute (IAI), serving on the board during 2003 and 2004. She has been assisting with the IAI's Job Board since its inception in 2002. She is a regular attendee of the Information Architecture Summit, and served as co-chair for the tenth annual event in Memphis, 2009.