Sam Ibarra

PRODUCT DESIGNER · PORTLAND, OREGON

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BOOKING FROM FEB 2027

A product designer who designs the thing and stays until it works: eleven years in small teams at startups and agencies, usually as the first or only designer.

ABOUT

I design products people use with one hand while doing something else: buying a dresser off a neighbor, catching the 7:40 to Seattle, turning down the heat from the couch.

I write the spec, draw the screens, build the prototype, and stay through launch to watch what breaks. Before software I repaired vintage audio gear on SE Division. I still think the best interfaces are knobs: obvious, forgiving, and satisfying to turn.

EXPERIENCE

2022 – NOW	**Independent product designer**, Portland Marketplaces, money, transit, and the home. Clients include Stoop, Cascadia Rail, Margin, and Alder Credit Union.
2019 – 2022	**Senior product designer**, Fieldnote, Portland Field-service software for 4,000 HVAC crews. Led the offline-first job app and the dispatch board.
2016 – 2019	**Product designer**, Pinecone Studio, Seattle Agency work for transit, health, and retail clients across the Pacific Northwest.
2014 – 2016	**Designer and front-end developer**, Rose City Radio Apps and the live stream player for a public radio station.
2010 – 2014	**Audio technician**, Division Street Hi-Fi Repaired amplifiers, receivers, and turntables.

WHAT I DO

Product design

From a vague brief to shipped screens: flows, interface, the copy on the buttons, and the edge cases nobody listed.

Prototypes you can hold

Working prototypes in code or on a device, built to answer one question in a week.

Design for hardware

Small screens, LEDs, dials, and the companion app that has to agree with them.

Design systems, sized right

Tokens and components for teams of three to thirty, and the audit that tells you which ones you use.

EDUCATION

2008 – 2010	**Electronics technology certificate**, Portland Community College

Stoop MARKETPLACE · 2025	A neighborhood resale app where listing a dresser takes three photos and pickup is booked like a table. Lead product designer.	**52 s** median time to list
Cascadia Rail TRAIN TICKETS · 2025	A regional rail app where the date picker shows every day's fare and the ticket finds its own platform. Lead product designer.	**28 s** median booking time
Margin JOURNAL APP · 2025	A journaling app that asks one small question a day, gives you three lines to answer it, and never counts your streak. Design partner.	**34%** day-30 retention
Long Wave PODCAST APP · 2024	A podcast player for two-hour interviews where the timeline is the episode's chapters. Product designer, five-month contract.	**+22%** episode completion
Ebb FITNESS TRACKER · 2024	A screenless band and app that tell runners what to do today in one sentence and keep the week in a healthy range. Design lead.	**−71%** "why is my score low?" tickets
Swatchbook PLUGIN · 2024	An open-source plugin that swaps near-miss colors for the nearest token that still passes contrast. Designer and maintainer.	**11,400** installs
Alder Card BANK CARD · 2023	A number-free, upright debit card for an Oregon credit union, and an app where freezing a lost card takes one tap. Lead designer.	**−83%** freeze-related branch calls
Nook SMART HOME · 2023	A palm-sized remote with one dial and four labeled keys for a home's lights, heat, and music. Hardware interface and app.	**92%** of changes made on the remote

CLIENTS

Stoop
Long Wave Audio
Ebb Labs
Alder Credit Union
Margin
Nook Home
Halyard
Cascadia Rail
Fieldnote
Moorage
Pinecone Studio
Rose City Radio

WORKING WITH

Teams in US Pacific and Mountain time. Sketchbooks, Swift, React, and whatever the team already uses.

NOTE

Sam Ibarra and every project and client here are fictional sample content for the Deskside portfolio template.