SAMUEL FITZGERALD

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Digital Product Engineer l Web3 & AI Strategist

Dynamic, multi-faceted Digital Product Engineer and UX Architect with over **25 years of experience** bridging the gap between strategic vision and technical execution. Expert in navigating the evolution of digital technologies from Web 1.0 to the current **AI and Web3 revolution**. Proven track record in leading cross-functional teams to develop innovative, complex business applications for Fortune 500 companies and startups alike.

Core Competencies

Strategic Leadership	User Experience	Technical Execution	Web3 & Blockchain
Digital Transformation	User Research	Full-stack Development	Crypto Native (13+ Years)
Product Strategy & MVP	Information Architecture	Remix IDE	Node Ops & Infrastructure
HCI & Interaction Design	Wireframing	Solidity (smart contracts)	DeFi, NFTs, & DAOs
Change Management	Usability Testing	Agile & Scrum (Rally)	Tokenomics & Governance
	Rapid Prototyping	Responsive Design	AI & Web3 Implementation

Tools

Analytics & Research	AI & Content Creation	Web3 Infra	Design & PM
Dune Analytics	ChatGPT, Claude, Manus, Gemini	WalletConnect	Figma AI
Etherscan	Midjourney	Alchemy	Sketch
Blockchain Explorers	NotebookLM, Gamma	Infura	Uizard
Tenderly	i10X	Moralis	Miro
	OpenAI API	The Graph	Jira / Rally (Agile)

Professional Experience

08.2016 – Present

Web3 & Blockchain Expertise
Indepent Strategist & Tech Entrepreneur

- **Strategic Research Sabbatical:** Conducted extensive global fieldwork and personal development to analyze the intersection of Web3, AI, and human-centered design in emerging digital ecosystems.

- **BitcoinOS Founding Member:** Drove UX improvements and protocol stress-testing for the core team during the critical phases before and after the Token Generation Event (TGE).

- **13+ Years Crypto Native:** Leverage end-to-end technical expertise in Bitcoin mining, validator node operations, and DeFi liquidity bootstrapping to advise on decentralized infrastructure.

- **Architectural Strategy:** Design and integrate blockchain solutions across various verticals, with a focus on enterprise tokenomics, Bitcoin node infrastructure, and ESG compliance.

- **Ecosystem Contributor:** Early-stage investor and contributor to key blockchains, focusing on liquidity bootstrapping, adoption, and reliability.

- **Smart Contract & NFT Governance:** Develop and audit NFT-based membership systems featuring tiered benefit structures and decentralized governance models.

03.2015 – 06.2016

eBay Enterprise
Principal UX Consultant
Clients: PayPal, Bath & Body Works, GNC Live Well, Petco)

ACCOMPLISHMENTS
- Redesigned IAD for GNC product selection tools to optimize for touch and responsive architecture; created high-fidelity clickable prototypes for usability lab studies.

07.2014 – 02.2015

BrightStarr
Principal UX Analyst
Clients: Booz Allen Hamilton, Boston Scientific

ACCOMPLISHMENTS
- Delivered comprehensive findings reports with user personas, journey maps, and content strategies that guided $5M+ implementations.
- Created detailed wireframes and information architecture documentation for complex enterprise portals serving 10,000+ employees.
- Facilitated cross-departmental alignment sessions, ensuring UX solutions met diverse business unit requirements.

07.2011 – 09.2013

NBC Universal
Principal UX Analyst

ACCOMPLISHMENTS
- Architected a custom data-exchange platform "The Identity Data Exchange (IDX)", that centralized demographic and behavioral analytics, enabling stakeholders to execute targeted advertising and personalized user engagements across all brand experiences.

  IDX Built foundational big-data pipelines (identity + behavioral analytics) that mirror patterns later common in ML/LLM-era data architectures.

2005 – 2014

Additional Enterprise & Agency Roles
Lead IA / UX engineering roles across major brands and agencies, including:

- McGraw Hill Financial – Standard & Poor's
- McCann Erickson / MRM Worldwide
- Digitas
- Euro RSCG Worldwide
- G2 Digital & Direct / G2 Interactive
- Harper Collins Publishers

1997 – 2005

Co-Founded Insite Inc.
*(*Interactive Agency *in Barbados)*
Chief Technology Officer / UX Principal

ACCOMPLISHMENTS

- Launched the first full-service fee-based interactive agency in the Eastern Caribbean.
- Built relationships with 35+ blue-chip clients, increasing revenue by millions (USD).
- Assessed client e-business requirements and delivered digital strategies and platforms aligned to business/user needs.
- Designed and implemented secure web applications across insurance, loyalty/rewards, real estate, reservations, and advertising.

Education & Certifications

- **BSc, Computer Science:** University of the West Indies (Graduated 2001).
- **Ivy League Level Professional Certification:** The Interaction Design Foundation.
    - Mobile UX Design (Distinction: Top 10% in class).
    - Human-Computer Interaction (HCI).
    - User Research – Methods and Best Practices (Top 10%).
    - Product Adoption and Appropriation (Distinction: Best in class).