Samaa Kanani

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Work Experience

Qualitative UX Researcher - Cliqz   **Jan 2016 – May 2018**

My responsibilities encompassed designing and conducting different types of research studies. I have conducted over 250 usability lab studies as well as numerous surveys and eye tracking experiments. In collaboration with the designers and developers I created mockups and prototypes for testing, and contributed to the design iteration process. After analyzing the results, I communicated them to the developers, designers, and product managers in oral, written and visual presentations. In addition to my core responsibilities, I also taught a class to new employees in which they learned the basics of user testing.

UX Mentor - Burda Bootcamp   **Aug 2016 – May 2018**

I mentored start-up founders at the Summer School of the Burda Bootcamp and taught them everything they needed to know about user testing. Furthermore, I supported them in their endeavour to create their first user test and to iterate the design of their prototype.

Project Manager UX – Testbirds   **Aug 2014 - Jan 2016**

As a project manager I was responsible for the organization and execution of usability studies for large international corporations as well as SMBs based in the BeNeLux region. My main tasks during a test cycle included: quality assurance, interaction with testers, and the collection and interpretation of data. Once the test cycle had been concluded, I was responsible for writing concrete improvement suggestions in the form of a final report for the client.

Account Strategist - Google   **Oct 2013 – Aug 2014**

During my time as an account strategist at Google I helped many SMBs in the DACH market by strategically optimizing their AdWords accounts to meet their businesses needs and goals. In order to achieve this, I set up strategies to yield the most optimal ROI for the client. Furthermore, I successfully exceeded the targets of the revenue program as well as the customer satisfaction program and increased the team revenue by up-selling and promoting various Google products.

Volunteering

UX Teacher - ReDI School   **Nov 2017 – May 2018**
Together with other UX professionals I created a curriculum for an 'Introduction to UX Design' course, which we then taught to new students.
In addition to that I took on additional tasks in the organization such as: finding new students, setting up info events, and organizing hackathons. During one hackathon I was a member of the jury together with colleagues from Microsoft, KPMG, the Social Impact Hub and the City of Munich, in order to select the most innovative product idea that was presented by the students.

Refugees on Rails   **April 2016 – May 2018**
Together with a few other volunteers we set up the Munich chapter of Refugees on Rails. Our goal was to integrate refugees into the German job market. We did this by teaching them the coding skills they need in order to find an IT job.

Internships

Sales & Marketing Intern - Linguistadores   **Aug 2013 – Oct 2013**
As an Intern at this young start-up, I held responsibility for the entire sales procedure, from generating new leads, to setting up meetings and successfully closing deals. Besides representing the company at various start-up events, interviews and pitch battles, I was also heavily involved in the product-development process and communication between the clients and developers.

Education

Master: LL.M. in Law and Technology, Tilburg University   **Sep 2012 – Aug 2013**
        Tilburg, the Netherlands

Bachelor: LL.B. in European Law, Maastricht University   **Sep 2008 – Aug 2011**
        Maastricht, the Netherlands

Exchange Semester: Strathclyde University.   **Sep 2010 – Jan 2011**
        Glasgow, UK

Languages

🇩🇪 German	Native Speaker	🇳🇱 Dutch	Near Native
🇬🇧 English	Near Native	🇮🇷 Farsi	Fluent

Other Skills and Tools

HTML & CSS	Invision
Balsamiq	Sketch
Justinmind	Marvel
Jira	Confluence
Trello	Basecamp