Hamed Samadi

Sr. UX & Product Designer

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I believe design is essentially a democratic approach that empowers designers with the privilege to make everything accessible to all. As a UX and Product designer, I apply design thinking to deliver solutions to problems, optimize user experience and make things easier to use.

Skills

UX Design, User Research, Product Design, User Centered Design, Usability Testing
Card Sorting, A/B Test, Information Architecture, Wireframing, Prototyping, Sitemap
User Flow, User Journey Mapping, Workflow Diagram

Figma, Sketch, InVision Studio, Axure, InVisionapp, Balsamiq, Zeplin, Illustrator, Photoshop
Mural, Jira, Airtable, HTML, CSS, JavaScript, React,

RevUnit
Nov 2018, Present
Austin, TX

Sr. UX designer

Leveraged design thinking and user research to reimagine processes, optimize workflows and empower people to work better. Worked closely with the cross-functional product team in an agile workflow to solve customer problems and create elegant products that focus on data visualization, automation, AI/ML, resource and financial management for Fortune number 1 company, Walmart.
• Conducted user research and testing to validate user-centered design decision.
• Designed and created sketches, wireframes and interactive porotypes.
• Developed, collaborated on and maintained design patterns.
• Led Design/Whiteboard Sessions.
• Led Researches and user interviews.
• Helped define product direction and focus, working collaboratively with product managers and leadership to make decisions about what to prioritize.
• Developed and nurtured relationships across teams and disciplines to promote collaboration and efficiency on projects.

General Assembly
Feb 2018, May 2018
Austin, TX

UX designer

Participated in a full-time UX Design immersive program.
• Developed proficiency in user research, interaction design, usability testing and rapid prototyping.
• Created personas, wireframes and prototypes by using industry-standard tools.
• Completed individual and group projects focused on real-world applications of design principles and best practices, including responsive crowdfunding website for school supplies, health data visualization dashboard, optimizing Dell website and a mobile application podcast for parenting content.

Capital Architectural Signs
May 2014 - Feb 2018
Austin, TX

UX designer & product owner

Helped to build an e-commerce platform from the ground up. Through research and market analysis identified opportunities and risks for the business and built the future strategy accordingly. Designed, developed, and iterated concepts through wireframing and user tests. Designed and prepared UI assets and documents for developers. Took the ownership, managed and supervised the product development, maintenance, providing the content, and search engine optimization. Helped to transform traditional sales channels to a digital platform through redesigning the existing website and reimagining the offered services and new line of products. As a result, the visitor-to-lead increased and created more revenue and awareness for the company.

Motionics LLC
Jun. 2013 - May 2014
Austin, TX

UX/UI designer

Collaborated with a team of engineers and developers in designing calibration tools and iPhone native applications. Participated deeply in developing and optimizing workflows, reimagining existing applications, optimizing user flows, wireframing, and prototyping. Leveraged Apple's human interaction design guidelines for designing the user interface.

Pakshoo LLC
July 2009 – July. 2011
Iran

Industrial designer (package designer)
• Designed and developed liquid detergent containers, made digital 3D models, prototyped containers and prepared 3D models for molding.

Education

The University of Texas at Austin / MFA
Marshall F. Wells Scholarship and Fellowship Endowment Award

University of Art / Bachelor of Industrial Design