



Kyrillos Samaan

## Senior/Principal Product Designer (UX/UI)

Portfolio: [www.kyro.com.au](http://www.kyro.com.au)

13+ Years | Design Systems | Product Design | Front-End Dev Background

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### SUMMARY

Senior Product Designer with **13+ Years in UX/UI**, specialising in **Design Systems, User Research, and Hi-Fidelity Feature Design & Prototyping**. Experienced across healthcare, AI, government, fintech, sport, SaaS, and media. Collaborating fluently with product and engineering teams to deliver scalable, user-centric solutions with speed, refined aesthetics, and measurable impact.

### HIGHLIGHTS

- **Design System Leadership:** Built and scaled multiple design systems (Heatseeker, Cochlear, Betfair, Transport NSW) that improved speed, consistency, visual appeal and developer efficiency.
- **Full-Stack Product Design:** Expertise across research, prototyping, testing, and hi-fidelity design, with measurable impact on engagement, retention, and efficiency.
- **Front-End Engineering Background:** Early career experience as a front-end engineer with strong fluency in dev workflows, enabling precise design handovers, technical empathy, and streamlined collaboration.
- **Cross-Industry Impact:** Delivered product design outcomes across diverse sectors including healthcare, AI, government, fintech, sport, SaaS, and media.
- **Leadership & Mentorship:** Guided design initiatives as a lead and principal, embedding scalable practices and uplifting team productivity
- **Advanced CX Frameworks:** Developed and applied journey maps, service blueprints, and persona models to uncover deeper insights and guide product vision.

### EXPERIENCE



#### Heatseeker (AI Native Market Research)

##### Senior Product Designer

**Apr 2025 – Aug 2025**

(Contract)

- Established a new comprehensive design system for our web application. Improving brand consistency, prototyping speed, dev handover, accessibility and usability.
- Conducting research, prototyping & hi-fidelity UI design for features enabling greater customer acquisition, engagement and retention.



#### Cochlear (Medical Devices)

##### Senior UX/UI Designer

**Jul 2024 – Mar 2025**

(Contract)

- Conducting research, prototyping & hi-fidelity UI design for a new implant control app.
- Established a detailed design system for native applications, improving component reutilisation, resulting in significant time savings and enhanced consistency across all product interfaces.



#### Transport NSW (Government)

##### Senior UX/UI Designer

**May 2023 - Jun 2024**

(Contract)

- Delivered research, prototyping & hi-fidelity design for a new regional booking platform.
- Implemented rapid prototyping techniques while conducting rigorous testing sessions with users across several demographics; refined interface elements leading directly to improved task completion rates.










#### Betfair Australia (Sport)

##### Product Design Lead

**Oct 2021 - Mar 2023**

(Contract)

- Designed and shipped a new design system as well as cross-platform app features, achieving alignment between web/app and boosting user satisfaction.

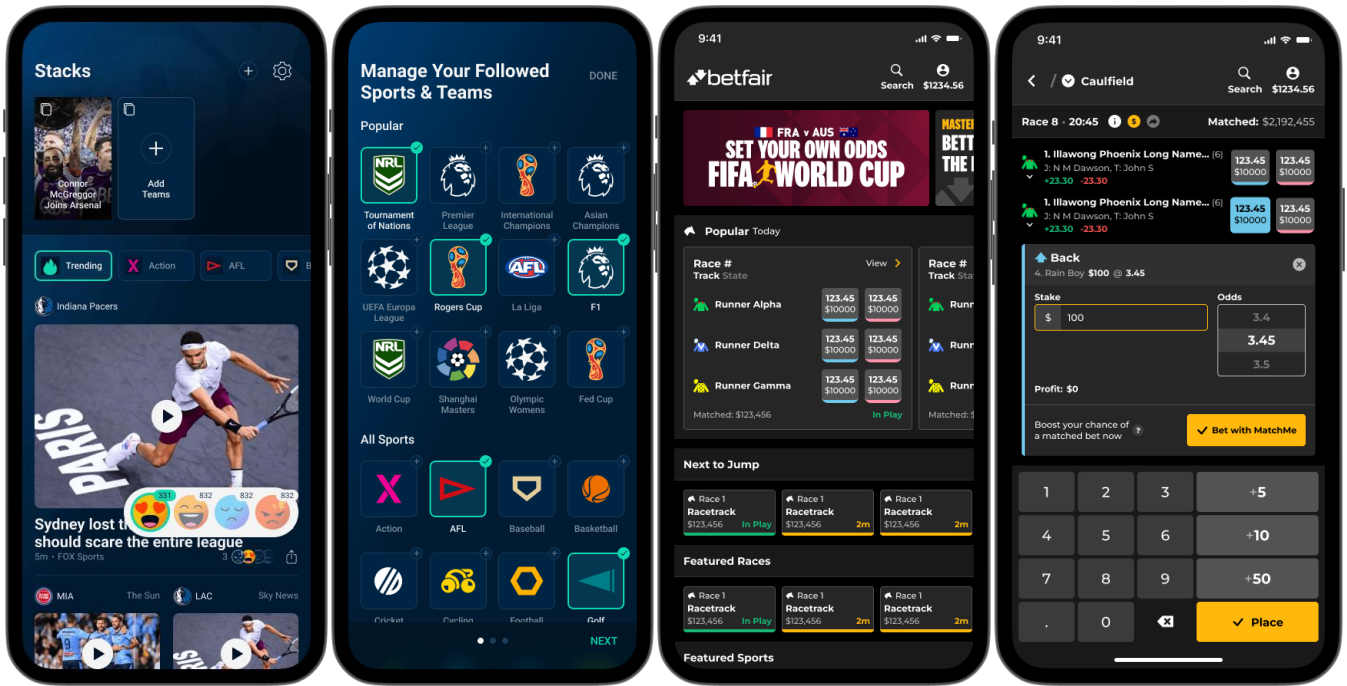
	<b>Tent (Consumer SaaS)</b> <b>Founder</b>	<b>Jan 2023 – Present</b>
	<ul style="list-style-type: none"> <li>Launched website/link-in-bio creation tool specifically for influencers, creators and designers that facilitated rapid deployment of personal brands online; attracting a waitlist of more than 1,000 users pre-launch.</li> </ul>	
	<b>Croo (Consumer SaaS)</b> <b>Co-Founder &amp; Design Lead</b>	<b>Dec 2020 – Jan 2023</b>
	<ul style="list-style-type: none"> <li>Co-founded a social wellness app during COVID, spearheading the end-to-end product design and reaching over 2000 active users since launch.</li> </ul>	
	<b>Hardhat (Agency)</b> <b>Senior Product Designer</b>	<b>Jun 2021 - Aug 2021</b> (Contract)
	<ul style="list-style-type: none"> <li>Crafted an intuitive and engaging user experience for the University of Melbourne's Open Day mini-site.</li> </ul>	
	<b>AIA (Insurance)</b> <b>Senior UX/UI Designer</b>	<b>Apr 2021 - Jun 2021</b> (Contract)
	<ul style="list-style-type: none"> <li>Enhanced usability of the AIA Rewards app by implementing targeted design improvements.</li> </ul>	
	<b>Hudson (Recruitment)</b> <b>Principal UX Designer</b>	<b>Sep 2020 - Dec 2020</b> (Contract)
	<ul style="list-style-type: none"> <li>Directed comprehensive UX initiatives focused on optimizing user pathways in a work placement platform; achieving higher task completion rates among users and better candidate/role match.</li> </ul>	
	<b>Fox Sports (Media)</b> <b>Principal UX Designer</b>	<b>Jul 2019 - Feb 2020</b>
	<ul style="list-style-type: none"> <li>Spearheaded the comprehensive UX/UI redesign of the flagship Fox Sports app, enhancing usability, engagement, advertising-placement opportunities and cross-channel integration.</li> <li>Developed and implemented scalable UX practices that streamlined design documentation processes, leading to a significant reduction in project turnaround time across digital products.</li> </ul>	
	<b>Senior UX Designer</b>	<b>Jul 2018 - Jul 2019</b>
	<ul style="list-style-type: none"> <li>Partnered closely with product management and development teams to ideate and implement new functionalities for mobile applications; these enhancements contributed to a significant increase in user retention rates.</li> </ul>	
	<b>UsTwo (Agency)</b> <b>Product Designer</b>	<b>Apr 2018 - Jun 2018</b> (Contract)
	<ul style="list-style-type: none"> <li>Collaborated with Westpac stakeholders to research, prototype, and refine the in-app payment experience, improving usability and customer satisfaction.</li> </ul>	

➤ Older experience available on [LinkedIn](#)

## EDUCATION & TOOLING

<b>Western Sydney University</b>	<b>2007 - 2009</b>
Bachelor of Business & Bachelor of Arts in History, Politics & Philosophy	Sydney, Australia
<ul style="list-style-type: none"> <li>Initiated a Double Bachelor's degree in International Business and Arts at Western Sydney University; transitioned to entrepreneurship by launching a successful design agency prior to graduation.</li> <li><b>Figma, Sketch, Axure RP, Balsamiq, InVision, Marvel, UserTesting, Lookback, Optimal Workshop, Hotjar, Maze, Miro, FigJam, Notion, Principle, LottieFiles, Google Analytics, Webflow, Framer, Trello, Asana, Jira.</b></li> </ul>	

Enterprise



Startup

