

Kyrillos Samaan

8 years of enterprise and startup
Product Design experience

kyro.com.au

0410 063 801

hello@kyro.com.au



Fox Sports

1 Year, 8 Months



Principal UX Designer
Jul 2019 - Feb 2020

Senior UX Designer
Jul 2018 - Jul 2019



UStwo

Product Designer (Contract)
Apr 2018 - Jun 2018



Blue

Senior UX Designer (Contract)
Oct 2017 - Jan 2018



Integrated Research

Senior UX Architect (Contract)
Apr 2017 - Aug 2017



NBNco

Senior UX Architect (Contract)
Mar 2016 - Oct 2016



Westpac Bank

Senior UX Architect (Contract)
Jul 2015 - Feb 2016



Dan Murphy's

UX/UI Designer (Contract)
Dec 2013 - Jan 2015



Netregistry

UX/UI Specialist
Jul 2012 - Dec 2012



Multibase WebAustralis

Web Developer/Designer
Feb 2012 - Jul 2012



Virgin Money

Digital Producer
Nov 2010 - Nov 2011



Kyro Media

Founder
Aug 2009 - Mar 2016

Key Achievements

- Founded [userexperience.guide](#), a curated resource for UX Practitioners.
- Developed the UX Practice at **Fox Sports Australia**, overseeing our digital properties & UX Design workflows.
- Lead the UX & UI redesign of the **Fox Sports** Flagship App. (Launching Mid 2020)
- Lead the design of a home loan negotiation tool at **Westpac** facilitating billions of dollars in loans per year.
- Lead the redesign of the **Cancer Council's** national site to facilitate a better experience for patients, carers, donors and health professionals.

Education

Bachelor of Business & Bachelor of Arts in History, Politics & Philosophy

- Western Sydney University
- Currently Deferred

Research

- Evaluative Research
- Generative Research
- Affinity Mapping
- Analytics
- Competitive Analysis
- Design Sprints
- Empathy Mapping
- Ethnographic Research
- Guerrilla Research
- Heuristic Analysis
- Multivariate & A/B Testing
- Surveys
- Usability Testing
- User Interviews
- Customer Journeys
- Information Architecture
- Mental Models
- Personas
- Storyboarding
- User Flows
- Workshops

Design

- Accessibility Standards
- Branding & Visual Design
- Screen Flows
- Wireframing
- Prototyping
- Polished UI Design
- Documentation
- Developer Handover