

Kyrillos Samaan

11 Years of Product Design Experience

Crafting products that are essential,
compelling and empowering.



Croo
Co-Founder & UX Lead
Dec 2020 - Present



AIA (Via Avanade)
Senior UX/UI Designer
Apr 2021 - Jun 2021



Hudson
Principal Product Designer
Sep 2020 - Dec 2020



**Fox Sports
Australia**

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

Research

- **Evaluative Research**
- **Generative Research**
- **Workshop Facilitation**
- 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

Design

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

Education

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

- Western Sydney University
- Currently Deferred

Key Achievements

- Co-founded *Croo*, a social wellness app in the mental health & quantitative self space.
- 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.

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