

Kyrillos Samaan

12 Years of Product Design Experience



Betfair Australia

Product Design Lead
Oct 2021 - Present



Croo

Co-Founder & Design Lead
Dec 2020 - Jan 2023



Hardhat

Senior Product Designer
Jun 2021 - Aug 2021 (Contract)



AIA

Senior UX/UI Designer
Apr 2021 - Jun 2021 (Contract)



Hudson

Principal Product Designer
Sep 2020 - Dec 2020 (Contract)



Fox Sports

Principal UX Designer
Jul 2019 - Feb 2020

Senior UX Designer
Jul 2018 - Jul 2019



UsTwo

Product Designer
Apr 2018 - Jun 2018 (Contract)



Bilue

Senior UX Designer
Oct 2017 - Jan 2018 (Contract)



Integrated Research

Senior UX Architect
Apr 2017 - Aug 2017 (Contract)



NBNco

Senior UX Architect
Mar 2016 - Oct 2016 (Contract)



Westpac Bank

Senior UX Architect
Jul 2015 - Feb 2016 (Contract)



Dan Murphy's

UX/UI Designer
Dec 2013 - Jan 2015



Netregistry

UX/UI Specialist
Jul 2012 - Dec 2012



Multibase

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

Highlights

Led the UX Team at Betfair & the refactoring/delivery of a new design system from the ground up.

Co-founded Croo, a social wellness & tracking app.

Led the UX & UI redesign of the Fox Sports Flagship App.

Developed the UX Practice at Fox Sports Australia, overseeing our digital properties & UX Design workflows.

Led the design of a home loan negotiation tool at Westpac facilitating billions of dollars in loans per year.

Led 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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