

Kyrillos Samaan

Senior Product Designer

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SUMMARY

Product Design Professional with over 13 years of expertise in crafting effective digital experiences for leading Australian brands including Westpac Bank, Virgin Money, AIA, Cochlear, Fox Sports, NBNco & Transport NSW.

Cultivated an engaged community of over 26,000 LinkedIn followers, establishing a strong industry presence in design; invited to speak at prominent events at Atlassian and Sydney University.

EXPERIENCE

Heatseeker (AI Market Research)

Apr 2025 – Present

Senior Product Designer

- 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)

Jul 2024 – Mar 2025

Senior UX/UI Designer

(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)

May 2023 - Jun 2024

Senior UX/UI Designer

(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.
- Streamlined component libraries leading to faster prototyping cycles and reduced project turnaround times.

Betfair Australia (Sport)

Oct 2021 - Mar 2023

Product Design Lead

(Contract)

- Implemented a modernized design system using the latest industry standards and tools; reduced design hand-off time by 50%, enabling faster project completions and a more agile response to market demands.
- Developed and delivered a suite of app features that aligned seamlessly with web experiences; achieved consistency across platforms which enhanced user engagement metrics.

Tent (Consumer SaaS)

Jan 2023 – Present

Founder

- 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.

Croo (Consumer Saas)

Dec 2020 – Jan 2023

Co-Founder & Design Lead

- Co-founded a social wellness app during COVID, spearheading the end-to-end product design and reaching over 2000 active users since launch.

Hardhat (Agency) Senior Product Designer	Jun 2021 - Aug 2021 (Contract)
<ul style="list-style-type: none"> • Crafted an intuitive and engaging user experience for the University of Melbourne's Open Day mini-site. 	
AIA Senior UX/UI Designer	Apr 2021 - Jun 2021 (Contract)
<ul style="list-style-type: none"> • Enhanced usability of the AIA Rewards app by implementing targeted design improvements. 	
Hudson Principal UX Designer	Sep 2020 - Dec 2020 (Contract)
<ul style="list-style-type: none"> • 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. 	
Fox Sports Principal UX Designer	Jul 2019 - Feb 2020
<ul style="list-style-type: none"> • Spearheaded the comprehensive UX/UI redesign of the flagship Fox Sports app, enhancing usability, engagement, advertising-placement opportunities and cross-channel integration. • Developed and implemented scalable UX practices that streamlined design documentation processes, leading to a significant reduction in project turnaround time across digital products. 	
Senior UX Designer	Jul 2018 - Jul 2019
<ul style="list-style-type: none"> • 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. 	
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

EDUCATION

Western Sydney University	2007 - 2009
Bachelor of Business & Bachelor of Arts in History, Politics & Philosophy	Sydney, Australia
<ul style="list-style-type: none"> • 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. 	

PROFICIENCIES

- 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.