

# Kyrillos Samaan

8 Years of Product Design Experience

Crafting products that are **essential**,  
**compelling** and **empowering**.



## 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



## Bilue 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



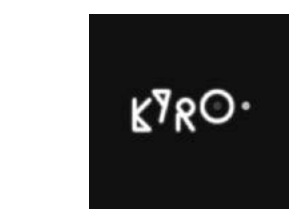
## Netregistry UX/UI Specialist Jul 2012 - Dec 2012



## Multibase WebAustralis Web Developer/Designer Feb 2012 - Jul 2012



## Virgin Money Digital Producer Nov 2010 - Nov 2011



## Kyro Media Founder Aug 2009 - Mar 2016

## 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

## Education

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

- Western Sydney University
- Currently Deferred

## 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.

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