

# Kyrillos Samaan

12 Years of Product Design Experience

Crafting products that are essential,  
compelling and empowering.



**Betfair Australia**  
Product Design Lead  
Oct 2021 - Present



**Croo**  
Co-Founder & UX Lead  
Dec 2020 - Present



**Hardhat**  
Senior Product Designer  
Jun 2021 - Aug 2021 (Contract)



**AIA (Via Avana)**  
Senior UX/UI Designer  
Apr 2021 - Jun 2021 (Contract)



**Hudson**  
Principal Product Designer  
Sep 2020 - Dec 2020 (Contract)



**Fox Sports Australia**

Principal UX Designer  
Jul 2019 - Feb 2020

Senior UX Designer  
Jul 2018 - Jul 2019



**UsTwo**  
Product Designer  
Apr 2018 - Jun 2018 (Contract)



**Blue**  
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 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

- Lead 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. <https://croo.co>
- 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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