



Kyrillos Samaan

Senior/Principal Product Designer (UX/UI)

Portfolio: www.kyro.com.au

13+ Years | Design Systems | Product Design | Front-End Dev Background

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[LinkedIn](#)

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SUMMARY

Senior Product Designer with **13+ Years in UX/UI**, specialising in **Design Systems, User Research, and Hi-Fidelity Feature Design & Prototyping**. Experienced across healthcare, AI, government, fintech, sport, SaaS, and media. Collaborating fluently with product and engineering teams to deliver scalable, user-centric solutions with speed, refined aesthetics, and measurable impact.

HIGHLIGHTS

- **Design System Leadership:** Built and scaled multiple design systems (Heatseeker, Cochlear, Betfair, Transport NSW) that improved speed, consistency, visual appeal and developer efficiency.
- **Full-Stack Product Design:** Expertise across research, prototyping, testing, and hi-fidelity design, with measurable impact on engagement, retention, and efficiency.
- **Front-End Engineering Background:** Early career experience as a front-end engineer with strong fluency in dev workflows, enabling precise design handovers, technical empathy, and streamlined collaboration.
- **Cross-Industry Impact:** Delivered product design outcomes across diverse sectors including healthcare, AI, government, fintech, sport, SaaS, and media.
- **Leadership & Mentorship:** Guided design initiatives as a lead and principal, embedding scalable practices and uplifting team productivity
- **Advanced CX Frameworks:** Developed and applied journey maps, service blueprints, and persona models to uncover deeper insights and guide product vision.

EXPERIENCE



Heatseeker (AI Native Market Research)

Senior Product Designer

Apr 2025 – Aug 2025

(Contract)

- 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)

Senior UX/UI Designer

Jul 2024 – Mar 2025

(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)

Senior UX/UI Designer

May 2023 - Jun 2024

(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.










Betfair Australia (Sport)

Product Design Lead

Oct 2021 - Mar 2023

(Contract)

- Designed and shipped a new design system as well as cross-platform app features, achieving alignment between web/app and boosting user satisfaction.

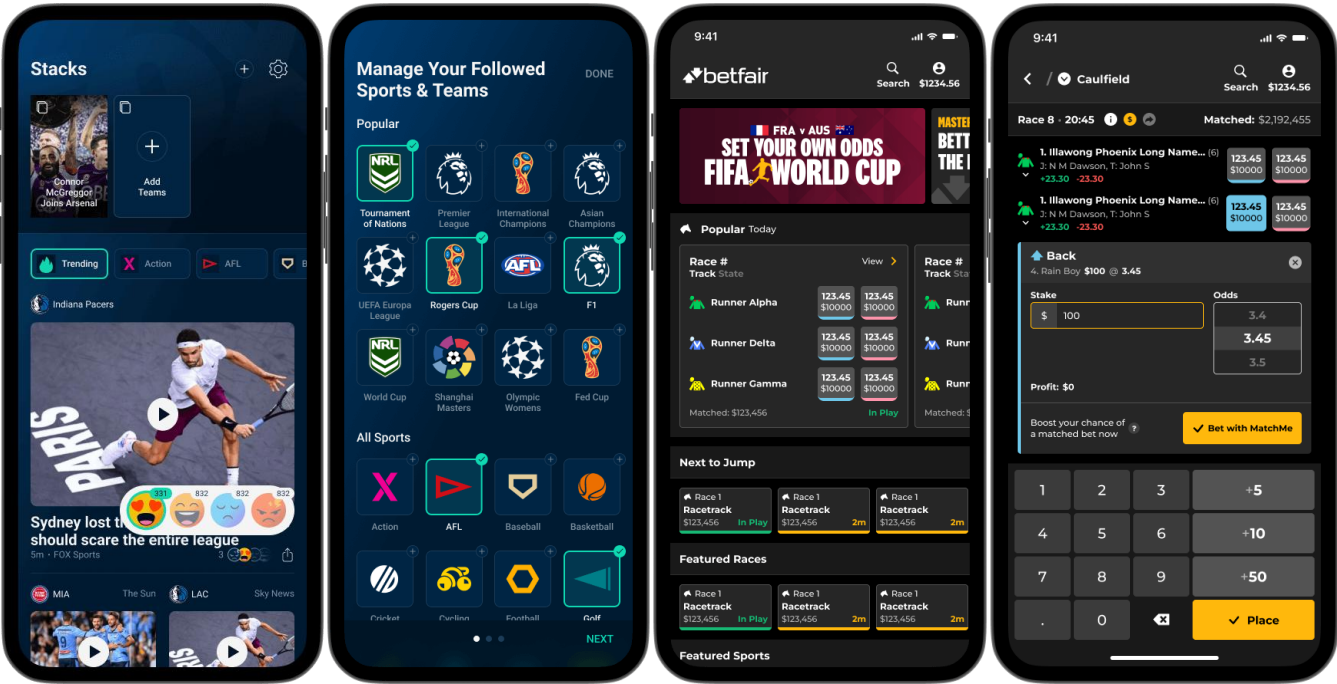
	Tent (Consumer SaaS) Founder	Jan 2023 – Present
	<ul style="list-style-type: none"> Launched website/link-in-bio creation tool specifically for influencers, creators and designers that facilitated rapid deployment of personal brands online; attracting a waitlist of more than 1,000 users pre-launch. 	
	Croo (Consumer SaaS) Co-Founder & Design Lead	Dec 2020 – Jan 2023
	<ul style="list-style-type: none"> 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 (Insurance) 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 (Recruitment) 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 (Media) 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 (Agency) Product Designer	Apr 2018 - Jun 2018 (Contract)
	<ul style="list-style-type: none"> Collaborated with Westpac stakeholders to research, prototype, and refine the in-app payment experience, improving usability and customer satisfaction. 	

➤ Older experience viewable on [LinkedIn](#)

EDUCATION & TOOLING

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. 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. 	

Enterprise:



Startup:

