Kyrillos Samaan  
User Experience Designer

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I love crafting products and experiences that are

**essential**, **adaptive**, **compelling** and **empowering**.

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| Experience  **Fox Sports**  **Senior UX Designer**  **Jul 2018 – Present**  **UsTwo**  **Product Designer (Contract)**  **Apr 2018 – Jun 2018**  **Bilue**  **Senior UX Designer (Contract)**  **Oct 2017 – Jan 2018**  **C:\Users\kyril\AppData\Local\Microsoft\Windows\INetCache\Content.Word\ir.pngIntegrated Research**  **Senior UX Architect (Contract)**  **Apr 2017 – Aug 2017**  **C:\Users\kyril\AppData\Local\Microsoft\Windows\INetCache\Content.Word\nbnco.pngNBNco**  **Senior UX Architect (Contract)**  **Mar 2016 – Oct 2016**  **C:\Users\kyril\AppData\Local\Microsoft\Windows\INetCache\Content.Word\westpac.png**  **Westpac Bank**  **Senior UX Architect (Contract)**  **Jul 2015 – Feb 2016**  **C:\Users\kyril\AppData\Local\Microsoft\Windows\INetCache\Content.Word\danmurphys.pngDan Murphy’s**  **UX/UI Designer (Contract)**  **Dec 2013 – Jan 2015**  **C:\Users\kyril\AppData\Local\Microsoft\Windows\INetCache\Content.Word\netregistry.pngNetregistry**  **UX/UI Specialist**  **Jul 2012 – Dec 2012**    C:\Users\kyril\AppData\Local\Microsoft\Windows\INetCache\Content.Word\multibase.png**Multibase WebAustralis**  **Web Developer/Designer**  **Feb 2012 – Jul 2012**  C:\Users\kyril\AppData\Local\Microsoft\Windows\INetCache\Content.Word\virginmoney.png**Virgin Money**  **Digital Producer**  **Nov 2010 – Nov 2011**  **C:\Users\kyril\AppData\Local\Microsoft\Windows\INetCache\Content.Word\kyro.pngKyro Media**  **Founder**  **Aug 2009 – Mar 2016** | Achievements   * 40% increase in Credit Card conversions at **Virgin Money**. * 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. * Designed multiple product campaigns at **Dan Murphy’**s including Johnny Walker, Glengoyne and Penfolds.   Process  I use the **Double Diamond** model as defined by the British Design Council.   * Discover * Define * Develop * Deliver   I measure the success of a project using Google’s **HEART** framework.   * Happiness * Engagement * Adoption * Retention * Task Completion | Practices  **Discover**   * A/B Testing * Affinity Mapping * Analytics * Card Sorting * Competitive Analysis * Ethnographic Research * Evaluative Research * Generative Research * Heuristic Analysis * Surveys * Usability Testing * User Interviews   **Define**   * Customer Journeys * Information Architecture * Mental Models * Personas * Storyboarding * User Flows   **Design**   * Branding * Screen Flows * Sketching * Prototyping * Visual Design * Wireframing   Education  Studied **Bachelor of Business** (International Business)   * Western Sydney University * Currently Deferred. |

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