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Denver, CO

Samarth Puri

Product Designer

Education

2021 | Ann Arbor, MI
M.S. Information - HCI emphasis
University of Michigan

2019 | Tucson, AZ
B.S. Information Science & Technology
University of Arizona

Skills

Tools

Figma
Adobe Photoshop/Illustrator/XD
HTML/CSS
JavaScript/TypeScript
Webflow
Unity
Python
APIs

UX Design & Research

Prototyping & Wireframing
Contextual inquiry interviews
Storyboarding
A/B Testing
Heuristic/Usability Evaluation
Graphic Design
AR/VR Design
Personas
Information Architecture

Collaboration

Organizing workshops
Facilitating design critique
Self starter
Detail oriented
Flexible

Experience

Feb 2022 - Present | Twilio | Denver, CO

PRODUCT DESIGNER

Account Security

Co-leading product design for Twilio Verify. Focused on developer onboarding, fraud prevention, and multi channel implementation. Designed flows to remove manual touchpoints which reduced registration steps by 30%, enabling users to successfully self-onboard.

May 2021 - Aug 2021 | Twilio | Denver, CO

PRODUCT DESIGNER INTERN

SendGrid Email Platform

Collaborated with product management to solve developer pain points on SendGrid's SSO and subuser management. Mitigated arbitrary front end effort for SSO by validating through user needs and guiding engineering to implement user provisioning, which saved 100s of hours of rework in functionality. Designed modules, components and flows for subuser management leading to 50% faster data querying.

Apr 2020 - Aug 2020 | Reach Medic | Ann Arbor, MI

UX DESIGNER

Developed the design system by building accessible library of 60+ tokens, components, and patterns while establishing comprehensive design guidelines and other creative assets.

Feb 2020 - Aug 2020 | University of Michigan | Ann Arbor, MI

UX RESEARCHER

Conducted 20+ semi-structured virtual interviews and surveyed 100+ participants, in addition to analyzing data through qualitative coding to understand mental health coping mechanisms during the pandemic.

Aug 2018 - May 2019 | University of Arizona | Tucson, AZ

UX RESEARCHER

Extended Reality and Games Lab

Analyzed user interactions on virtual objects linked with physical real-world extensions through mixed methodology techniques.

Jun 2015 - Aug 2015 | Ernst & Young | Kuwait City, KWI

ANALYTICS INTERN

Consulting

Assisted the team on a \$13.7B joint venture with the local government and foreign corporations within the energy sector by developing business plans and models projecting financial returns.