

# SAMARTH PURI

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## EXPERIENCE

Feb 2022 - Present | Twilio | Denver, CO

### Product Designer

#### *Account Security*

Design lead for Identity and Threat Intelligence, and co-lead for Verifications. Focused on developer onboarding, internal tools, fraud prevention, and multi channel implementation. Designed flows to remove manual touch-points which reduced registration steps by 30%, enabling users to successfully self-onboard.

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.

## EDUCATION

M.S. | 2021 | Ann Arbor, MI

### Information - HCI emphasis

*University of Michigan*

B.S. | 2019 | Tucson, AZ

### Information Science & Tech

*University of Arizona*

## SKILLS

### UX Design & Research

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

### Tools

Figma  
Adobe Creative Cloud  
HTML/CSS  
JavaScript/TypeScript  
Webflow  
Unity  
Python  
APIs

### Collaboration

Organizing workshops  
Facilitating design critique