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 an 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

JavasSript/TypeScript

Webflow

Unity

Python

APIs

Collaboration

Organizing workshops

Facilitating design critique