

# Kyrillos Samaan

12 Years of Product Design Experience

0410 063 801  
hello@kyro.com.au



## Transport NSW

Senior UX/UI Designer  
May 2023 - Present (Contract)



## Betfair Australia

Product Design Lead  
Oct 2021 - Mar 2023 (Contract)



## Croo

Co-Founder & Design Lead  
Dec 2020 - Jan 2023



## Hardhat

Senior Product Designer  
Jun 2021 - Aug 2021 (Contract)



## AIA

Senior UX/UI Designer  
Apr 2021 - Jun 2021 (Contract)



## Hudson

Principal Product Designer  
Sep 2020 - Dec 2020 (Contract)



## Fox Sports

Principal UX Designer  
Jul 2019 - Feb 2020

Senior UX Designer  
Jul 2018 - Jul 2019



## UsTwo

Product Designer  
Apr 2018 - Jun 2018 (Contract)



## Bilue

Senior UX Designer  
Oct 2017 - Jan 2018 (Contract)



## Integrated Research

Senior UX Architect  
Apr 2017 - Aug 2017 (Contract)



## NBNco

Senior UX Architect  
Mar 2016 - Oct 2016 (Contract)



## Westpac Bank

Senior UX Architect  
Jul 2015 - Feb 2016 (Contract)



## Dan Murphy's

UX/UI Designer  
Dec 2013 - Jan 2015



## Netregistry

UX/UI Specialist  
Jul 2012 - Dec 2012



## Multibase

Web Developer/Designer  
Feb 2012 - Jul 2012



## Virgin Money

Digital Producer  
Nov 2010 - Nov 2011

## Research

### Evaluative Research Generative Research Workshop Facilitation

- Affinity Mapping
- Analytics
- Competitive Analysis
- Design Sprints
- Empathy Mapping
- Ethnographic Research
- Guerrilla Research
- Heuristic Analysis
- Multivariate & A/B Testing
- Surveys
- Usability Testing
- User Interviews
- Customer Journeys
- Information Architecture
- Mental Models
- Personas
- Storyboarding
- User Flows

## Design

- Accessibility Standards
- Branding & Visual Design
- Screen Flows
- Wireframing
- Prototyping
- Polished UI Design
- Documentation
- Developer Handover

## Education

### Bachelor of Business & Bachelor of Arts in History, Politics & Philosophy

- Western Sydney University
- Currently Deferred

## Highlights

Led the UX Team at Betfair & the refactoring/delivery of a new design system from the ground up.

Co-founded Croo, a social wellness & tracking app.

Led the UX & UI redesign of the Fox Sports Flagship App.

Developed the UX Practice at Fox Sports Australia, overseeing our digital properties & UX Design workflows.

Led the design of a home loan negotiation tool at Westpac facilitating billions of dollars in loans per year.

Led the redesign of the Cancer Council's national site to facilitate a better experience for patients, carers, donors and health professionals.

Invited to speak at Atlassian, Sydney University & the Sydney Design Festival to industry professionals.



**Portfolio**  
[kyro.com.au](https://kyro.com.au)

