

Kyrillos Samaan

Senior Product Designer

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SUMMARY

Product Design Professional with over 13 years of expertise in crafting effective digital experiences for leading Australian brands including Cochlear, Fox Sports, NBNco, Westpac Bank, Transport NSW, AIA and Virgin Money.

Cultivated an engaged community of over 26,000 LinkedIn followers, establishing a strong industry presence in design; invited to speak at prominent events at Atlassian and Sydney University.

EXPERIENCE

Cochlear

Jul 2024 – Mar 2025

Senior UX/UI Designer

(Contract)

- Conducting research, prototyping & hi-fidelity UI design for a new implant control app.
- Established a detailed design system for native applications, improving component reutilisation, resulting in significant time savings and enhanced consistency across all product interfaces.

Transport NSW

May 2023 - Jun 2024

Senior UX/UI Designer

(Contract)

- Delivered research, prototyping & hi-fidelity design for a new regional booking platform.
- Implemented rapid prototyping techniques while conducting rigorous testing sessions with users across several demographics; refined interface elements leading directly to improved task completion rates.
- Streamlined component libraries leading to faster prototyping cycles and reduced project turnaround times.

Betfair Australia

Oct 2021 - Mar 2023

Product Design Lead

(Contract)

- Implemented a modernized design system using the latest industry standards and tools; reduced design hand-off time by 50%, enabling faster project completions and a more agile response to market demands.
- Developed and delivered a suite of app features that aligned seamlessly with web experiences; achieved consistency across platforms which enhanced user engagement metrics.

Tent

Jan 2023 – Present

Founder

- Launched website/link-in-bio creation tool specifically for influencers, creators and designers that facilitated rapid deployment of personal brands online; attracting a waitlist of more than 1,000 users pre-launch.

Croo

Dec 2020 – Jan 2023

Co-Founder & Design Lead

- Co-founded a social wellness app during COVID, spearheading the end-to-end product design and reaching over 2000 active users since launch.

Hardhat

Jun 2021 - Aug 2021

Senior Product Designer

(Contract)

- Crafted an intuitive and engaging user experience for the University of Melbourne's Open Day mini-site.

AIA Senior UX/UI Designer	Apr 2021 - Jun 2021 (Contract)
<ul style="list-style-type: none"> Enhanced usability of the AIA Rewards app by implementing targeted design improvements. 	
Hudson Principal UX Designer	Sep 2020 - Dec 2020 (Contract)
<ul style="list-style-type: none"> Directed comprehensive UX initiatives focused on optimizing user pathways in a work placement platform; achieving higher task completion rates among users and better candidate/role match. 	
Fox Sports Principal UX Designer	Jul 2019 - Feb 2020
<ul style="list-style-type: none"> Spearheaded the comprehensive UX/UI redesign of the flagship Fox Sports app, enhancing usability, engagement, advertising-placement opportunities and cross-channel integration. Developed and implemented scalable UX practices that streamlined design documentation processes, leading to a significant reduction in project turnaround time across digital products. 	
Senior UX Designer	Jul 2018 - Jul 2019
<ul style="list-style-type: none"> Partnered closely with product management and development teams to ideate and implement new functionalities for mobile applications; these enhancements contributed to a significant increase in user retention rates. 	
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

EDUCATION

Western Sydney University	2007 - 2009
Bachelor of Business & Bachelor of Arts in History, Politics & Philosophy	Sydney, Australia
<ul style="list-style-type: none"> Initiated a Double Bachelor's degree in International Business and Arts focusing on History, Politics, and Philosophy at Western Sydney University; transitioned to entrepreneurship by launching a successful design agency prior to graduation. 	

PROFICIENCIES

- Figma, Sketch, Axure RP, Balsamiq, InVision, Marvel, UserTesting, Lookback, Optimal Workshop, Hotjar, Maze, Miro, FigJam, Notion, Principle, LottieFiles, Google Analytics, Webflow, Framer, Trello, Asana, Jira.