

# Kyrillos Samaan

User Experience Designer

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[kyro.com.au](http://kyro.com.au)

I love crafting products and experiences that are essential, adaptive, compelling and empowering.

## Experience



**Ustwo**  
Product Designer (Contract)  
Apr 2018 – Present



**Bilue**  
Senior UX Designer (Contract)  
Oct 2017 – Jan 2018



**Integrated Research**  
Senior UX Architect (Contract)  
Apr 2017 – Aug 2017



**NBNco**  
Senior UX Architect (Contract)  
Mar 2016 – Oct 2016



**Westpac Bank**  
Senior UX Architect (Contract)  
Jul 2015 – Feb 2016



**Dan Murphy's**  
UX/UI Designer (Contract)  
Dec 2013 – Jan 2015



**Netregistry**  
UX/UI Specialist  
Jul 2012 – Dec 2012



**Multibase WebAustralis**  
Web Developer/Designer  
Feb 2012 – Jul 2012



**Virgin Money**  
Digital Producer  
Nov 2010 – Nov 2011



**Kyro Media**  
Founder  
Aug 2009 – Mar 2016



**Optus**  
Technical Support Consultant  
Nov 2008 – Apr 2010

## Achievements

- 40% increase in Credit Card conversions at **Virgin Money**.
- Lead the design of a home loan negotiation tool at **Westpac** facilitating billions of dollars in loans per year.
- Lead the redesign of the **Cancer Council's** national site to facilitate a better experience for patients, carers, donors and health professionals.
- Designed multiple product campaigns at **Dan Murphy's** including Johnny Walker, Glengoyne and Penfolds.

## Process

I use the **Double Diamond** model as defined by the British Design Council.

- Discover
- Define
- Develop
- Deliver

I measure the success of a project using Google's **HEART** framework.

- Happiness
- Engagement
- Adoption
- Retention
- Task Completion

## Practices

### Discover

- A/B Testing
- Affinity Mapping
- Analytics
- Card Sorting
- Competitive Analysis
- Ethnographic Research
- Evaluative Research
- Generative Research
- Heuristic Analysis
- Surveys
- Usability Testing
- User Interviews

### Define

- Customer Journeys
- Information Architecture
- Mental Models
- Personas
- Storyboarding
- User Flows

### Design

- Branding
- Screen Flows
- Sketching
- Prototyping
- Visual Design
- Wireframing

## Education

Studied **Bachelor of Business** (International Business)

- Western Sydney University
- Currently Deferred.

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