

Kyrillos Samaan

Human-centered Design Practitioner

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Portfolio: www.kyro.com.au

*I love crafting Products and Experiences that are **Essential, Adaptive, Compelling** and **Empowering** through Human-centered Design.*

Design, Marketing and UX

- **Validating** and **Defending** design decisions and **Key Milestone Deliverables** to Stakeholders.
- Conducting **User Research** and **Evaluating User Feedback**.
- Establishing and promoting **Design Guidelines** and **Best Practices**.
- Communicating **Research Strategy, Storyboards, User Journeys** and **Wireframes** to effectively demonstrate **Architecture, Design** and **Interaction**.
- Deploying and using **Conversion Optimisation** and **Multivariate Testing**.
- Developing and managing **Email Marketing Campaigns**.
- Leveraging **Multi-Channel Social Media** channels and tools.
- **Configuring** and **Extrapolating** insights from **Analytics Tools** such as **Google Analytics 360 Suite** and **Adobe Analytics Suite**.
- Establishing organisational **Accessibility Standards and Guidelines**.

Project Management

- Maximising **Agile** project management methodology.
- Using Project Management software including **Trello, Basecamp, JIRA** and **ProofHub**.
- Coordinating **Project Resources** and **Suppliers**.
- Managing day-to-day operational aspects including **Budget, Deliverables** and **Timeframes**.
- Creating rich project **Specifications** and **Documentation**.
- Managing **Stakeholders, Vendor Relationships** and **Strategic Partnerships**.
- Implementing **Quality Assurance** procedures.

Development

- Deploying modern **Front-End Frameworks** such as **Bootstrap**.
- Using **HTML, CSS, PHP, MySQL, Javascript, JSP, AJAX** and **jQuery**.
- Understanding of **W3C Compliance**.
- Using **Content Management Systems** such as **Magento, Joomla, DNN, Wordpress** and **OpenCMS**.
- Working with **Responsive Design** techniques.
- Dealing with **Cross-Browser** and **Cross-Device Compatibility** issues.

Summary of Experience

Apr 2017 – Aug 2017

Senior UX Architect
IR (Integrated Research)



- Creating harmony between User Needs, Business Requirements and Technical Limitations while delivering on-time and within budget.
- Working closely with Business Analysts, Solution Architects and Key Stakeholders to conduct Research, Ideation, Design and Validation for multiple platforms.
- Planning and undertaking the User Research and Usability Studies required to produce related artefacts.
- Identification and maintenance of a diverse User Persona Set.
- Producing Consumer Journey Maps, User Stories, Ecosystem Maps, Competitive Audits, Wireframes and Defining Value Propositions.
- Developing and Validating interactive Prototypes.

Jan 2013 – Present

Founder
Kyro Media



- Designed and Built experiences for the Oculus Rift Developer Kit 2.
- Designed and Built Websites, Landing Pages and Email Marketing Campaigns.
- Designed Web and Print Media.

Mar 2016 – Oct 2016

Senior UX Architect (Contract)
National Broadband Network



- Creating harmony between User Needs, Business Requirements and Technical Limitations while delivering on-time and within budget.
- Working closely with Business Analysts, Solution Architects and Key Stakeholders to conduct Research, Ideation, Design and Validation for multiple platforms.
- Planning and undertaking the User Research and Usability Studies required to produce related artefacts.
- Identification and maintenance of a diverse User Persona Set.
- Producing Consumer Journey Maps, User Stories, Ecosystem Maps, Competitive Audits, Wireframes and Defining Value Propositions.
- Developing and Validating interactive Prototypes.
- Active in mentoring other UX designers and supporting Human-centered Design (HCD) principles within the organisation.
- Promoting internal workplace culture and Design Thinking principles.

Jul 2015 – Feb 2016

Senior UX Architect (Contract)
Westpac Bank



- Creating harmony between User Needs, Business Requirements and Technical Limitations while delivering on-time and within budget.
- Planning and undertaking the User Research and Usability Studies required to produce related artefacts.
- Identification and maintenance of a diverse User Persona Set.
- Conducting Consumer Journey Mapping, User Story-boarding, Persona Identification and Analysis, Ecosystem Mapping, Competitive Auditing, Multivariate Testing and Defining Value Propositions.
- Sketching design concepts and producing Wireframes to present to relevant stakeholders.
- Developing and Validating interactive Prototypes.

Dec 2013 – Jan 2015

UX/UI Designer (Contract)
Dan Murphy's (Woolworths)



- Working closely with Visual Designers, Developers, Copywriters, Campaign Managers and Solution Architects to deliver on digital campaigns.
- Setup and Streamlined workflows by implementing project management systems and onboarding the Online Marketing Team.
- Managing stakeholder expectations to ensure smooth project delivery.
- Leading conceptualisation, visual design and code development for major campaigns including Johnnie Walker, Penfolds, and Glengoyne.
- Creating harmony between User Needs, Business Requirements and Technical Limitations while delivering on-time and within budget.
- Planning and undertaking the User Research and Usability Studies required to produce related artefacts.
- Identification and maintenance of a diverse User Persona Set.
- Conducting Consumer Journey Mapping, User Story-boarding, Persona Identification and Analysis, Ecosystem Mapping, Competitive Auditing, Multivariate Testing and Defining Value Propositions.
- Sketching design concepts and producing Wireframes to present to relevant stakeholders.
- Developing and Validating interactive Prototypes.

Jul 2012 – Dec 2012

UX/UI Specialist
Netregistry



- Working closely with Visual Designers, Developers, Copywriters, Campaign Managers and Solution Architects to deliver on digital campaigns.
- Managing stakeholder expectations to ensure smooth project delivery.
- Creating harmony between User Needs, Business Requirements and Technical Limitations while delivering on-time and within budget.
- Planning and undertaking the User Research and Usability Studies required to produce related artefacts.
- Identification and maintenance of a diverse User Persona Set.
- Conducting Consumer Journey Mapping, User Story-boarding, Persona Identification and Analysis, Ecosystem Mapping, Competitive Auditing, Multivariate Testing and Defining Value Propositions.
- Sketching design concepts and producing Wireframes to present to relevant stakeholders.
- Developing and Validating interactive Prototypes.

Feb 2012 – Jul 2012

Web Developer/Designer
Multibase WebAustralis



- Design, development and maintenance of customer websites.
- Dealing directly with clients to troubleshoot and support raised issues.
- Designing physical objects used for marketing such as customized USB sticks and print media.
- Managing relationships and projects with multiple external agencies.
- Working closely with Visual Designers, Developers, Copywriters and Solution Architects to deliver on digital campaigns.
- Managing stakeholder expectations to ensure smooth project delivery.
- Creating harmony between User Needs, Business Requirements and Technical Limitations while delivering on-time and within budget.
- Conducting Consumer Journey Mapping, User Story-boarding, Persona Identification and Analysis, Ecosystem Mapping, Competitive Auditing, Multivariate Testing and Defining Value Propositions.
- Developing and Validating interactive Prototypes.

Nov 2010 – Nov 2011

Digital Producer
Virgin Money



- Design and development of Landing Pages, eDMs and other digital media.
- Dealing directly with clients to troubleshoot and support raised issues.
- Designing physical objects used for marketing such as customized USB sticks and print media.
- Managing relationships and projects with multiple external agencies.
- Working closely with Visual Designers, Developers, Copywriters and Solution Architects to deliver on digital campaigns.
- Managing stakeholder expectations to ensure smooth project delivery.
- Creating harmony between User Needs, Business Requirements and Technical Limitations while delivering on-time and within budget.
- Conducting Consumer Journey Mapping, User Story-boarding, Persona Identification and Analysis, Ecosystem Mapping, Competitive Auditing, Multivariate Testing and Defining Value Propositions.
- Developing and Validating interactive Prototypes.
- Training and mentoring new team members.

Nov 2008 – Apr 2010

Technical Support Consultant
Optus



- Answering all inbound customer support calls
- Provided 1st level Technical Support on Optus mobile handsets and network related issues.
- Provided Sales Information on Optus products.

Feb 2008 – Aug 2008

Technical Support Consultant
Datacom



- Answering all inbound customer support calls
- Provided 1st level Technical Support on Optus mobile handsets and network related issues.
- Provided Sales Information on Microsoft products,

Tertiary Education

- Studied Bachelor of Business (International Business)
 - Currently Deferred.

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