

# Hamed Samadi

## Sr. UX & Product Designer

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I believe design is essentially a democratic approach that empowers designers with the privilege to make everything accessible to all. As a UX and Product designer, I apply design thinking to deliver solutions to problems, optimize user experience and make things easier to use.

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### Skills

Product Design, UX Design, User Research, User Centered Design, Usability Testing, Card Sorting, A/B Test, Information Architecture, Wireframing, Prototyping, Sitemap, User Flow, User Journey Mapping, Workflow Diagram

Figma, Sketch, Adobe XD, InVision Studio, Axure, InVisionapp, Balsamiq, Zeplin, Adobe Illustrator, Adobe Photoshop, Mural, Miro, Jira, Airtable, HTML, CSS

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### Cisco

Jun. 2021 – Present  
Remote

#### Sr. Product designer

- Drive the development of a cutting-edge SaaS product, collaborating with cross-functional teams to create a world-class solution.
- Emphasize empowering security administrators to confidently safeguard assets, efficiently manage security cloud products, and oversee user accessibilities and permissions.
- Contribute expertise in creating innovative and user-centric solutions for enterprise security challenges.
- Play a pivotal role in crafting a platform that facilitates the efficient management of subscriptions, users, products, and devices. My work is dedicated to providing clients with a comprehensive and user-friendly toolset, enabling them to streamline their security operations and enhance the overall protection of their digital environments.
- Implemented improvements to the design and delivery process to foster cross-team communication and enhance design handoffs.

### Edward Jones

Nov. 2020 – Jun. 2021  
Remote

#### Sr UX/Strategic designer

- Utilized insights from user research to proactively identify opportunities for product enhancement and ensure superior user experiences.
- Developed personas, empathy maps, and user journey maps to guide informed product design decisions.
- Effectively tackled organization-wide challenges using design thinking methodologies.
- Revamped and streamlined existing workflows, resulting in heightened operational efficiency and notable improvements.
- Crafted intuitive wireframes and interactive prototypes for clear communication of design concepts.

### RevUnit

Nov 2018, Aug 2020  
Austin, TX

#### Sr. UX designer

- Utilized design thinking and user research methodologies to transform processes and optimize workflows.
- Addressed customer challenges for Walmart, the Fortune 1 company, through user research, usability testing, and prototype development.
- Led collaborative design sessions, planned user interviews, and developed design patterns.
- Played a pivotal role in defining product direction and prioritizing initiatives in close collaboration with product managers and leadership.
- Delivered elegant solutions focusing on data visualization, automation, AI/ML, and resource/financial management.

### Capital Architectural Signs

May 2014 – Feb 2018  
Austin, TX

#### UX designer

- Led the transition to digital marketing and designed an impactful e-commerce platform.
- Conducted market research and analysis to identify strategic opportunities and mitigate risks.
- Managed the product lifecycle, developing roadmaps and conducting user research.
- Created user journey maps, personas, wireframes, and interactive prototypes.
- Optimized user experiences and increased conversions through usability testing and continuous improvements.

## **Motionics LLC**

Jun. 2013 – May 2014  
Austin, TX

### **UX/UI designer**

Collaborated with a team of engineers and developers to design calibration tools and iPhone native applications. I played a key role in developing and optimizing workflows, reimagining existing applications, optimizing user flows, and creating wireframes and prototypes. Throughout the design process, I adhered to Apple's human interaction design guidelines to ensure a seamless user interface.

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## **Education**

### **General Assembly, User Experience Design Immersive**

Feb 2018, May 2018

Participated in a full-time UX Design immersive program.

- Developed proficiency in user research, interaction design, usability testing and rapid prototyping.
- Created personas, wireframes and prototypes by using industry-standard tools.
- Completed individual and group projects focused on real-world applications of design principles and best practices, including responsive crowdfunding website for school supplies, health data visualization dashboard, optimizing Dell website and a mobile application podcast for parenting content.

### **The University of Texas at Austin / MFA**

Aug 2011, Dec. 2013

Marshall F. Wells Scholarship and Fellowship Endowment Award

### **University of Art / Bachelor of Industrial Design**

Sep 2002, May 2006