

Neuel Sam

Product Designer UX Researcher

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Portfolio: neuelsam.com

SKILLS

Product Concept and Strategy, Task Analysis, Contextual Enquiry, User Interviews, Cognitive Walkthrough, Diary Study, Card Sorting, Surveys, Sketching, Persona Development, Ethnography, Storyboarding, Information Architecture, Participatory Design, Heuristic Evaluation, Competitive Analysis, Journey Mapping, Experience Maps, Affinity Mapping, Wireframing, Mock-ups, Visual Design, Colour Theory, Style Guides Creation, Interaction Design, HTML, CSS, and Usability Testing

TOOLS

Sketch, Figma, InVision, Adobe XD, UXPin, Photoshop, POP, ProtoPie, Principle, Framer, Webflow, EditorX, Zeplin, Maze.design, UserTesting.com, Qualtrics

EXPERIENCE

Product Design Specialist @ Pilot (Formerly HappyHour)

AUG 2020 - PRESENT, VANCOUVER, CA

Researched, designed, and prototyped assets for the core user flow; Worked with the executive team to help define product strategy and improve the user experience; Aligned product design efforts to overcome agile related challenges to execute a shared vision.

Product Design Consultant @ Curbside Parking

APR 2020 - AUG 2020, MONTREAL, CA

Conducted initial research and usability testing; Created low fidelity wireframe prototypes for user testing; Created a design system for high fidelity assets; Worked on interaction design with developers creating a magical in-app experience.

User Experience Researcher @ WATonomous

JAN 2019 - APR 2020, WATERLOO, CA

Conducted cognitive task analysis and situational awareness studies; Designed safer user interfaces with synthesized results; Conducted usability testing for the autonomous vehicle's platform of a top North American automaker.

Senior Design Engineer @ UST Global

APR 2018 - DEC 2018, BANGALORE, IN

Developed UI for mining fleet dispatch systems after extensive research and prototyping; Worked with engineers to conduct UX research, design, and develop a remote health monitoring system for mining trucks.

Engineering Designer @ UST Global

AUG 2015 - MAR 2018, BANGALORE, IN

User Interface design and user testing for smart home products; Created mechanical product designs for consumer electronics including laptops, smart speakers, and smartwatches in PTC Creo; Maintained design systems library and best practices documentation.

EDUCATION

The University of Waterloo | MEng in Systems Design Engineering

JAN 2019 - JUN 2020, ONTARIO, CA

Top 1% of the class in Cognitive Engineering (100/100) and Human-Computer Interaction (92/100)

BrainStation | Diploma in User Experience Design

APR 2020 - JUN 2020, ONTARIO, CA

The University of Kerala | BTech in Mechanical Engineering

MAY 2012 - MAY 2015, KERALA, IN