Samora Deng

Product Designer

samoradeng.com
LinkedIn profile
dengsamora@gmail.com

Education

University of California, Los Angeles
Master of Architecture
2014 - 2017

University of California, Berkeley
[IN] ARCH ADVANCED
2013

University of San Francisco
B. A Architecture
2007 - 2011

Strategic Thinking

- Innovative & User-Centric Design
- Data-Driven Decision Making
- Cross-Functional Collaboration
- Project & Stakeholder Management
- Interactive & Responsive Design

Technical Proficiency

- Prototyping & Wireframing
- Design Systems & Style Guides
- Data Analysis & A/B Testing (Pendo)
- User Flows & Interactive Design

Tools

- Design: Figma, Adobe XD, Creative Suite
- Development: HTML, CSS, JavaScript
- 3D Modeling & VR: Rhino, Unity

Experience

Foursquare/ Product Designer
Los Angeles, CA / October 2021 - December 2022

- **Revamped Foursquare's Website:** Co-led a redesign that reduced consumer misdirection by 38% and led to a 73% surge in high-quality MQLs.
- **Enhanced Developer Console:** Steered a billing transparency project that increased user comprehension by 30% and awareness of monthly free credits by 56.7%.
- **Overhauled Onboarding Guide:** Led the revamp of the developer console onboarding guide, culminating in a 32% increase in completion rates. Created a user survey that resulted in participation by 86% of users.
- **Rejuvenated Design System:** Collaborated in refining a design system across five enterprise products, fostering a 42% increase in design efficiency and a 21% acceleration in development.

Swooop/ Product Designer & Co-founder
Los Angeles, CA / May 2020 - November 2022

- **Design System Evolution:** Directed the transition from a style guide to a robust design system, enhancing product consistency and user experience.
- **Collaborative Leadership:** Fostered cross-functional collaboration among designers, developers, and researchers, promoting innovation and an iterative design process.
- **Strategic Oversight:** Oversaw end-to-end design strategies, steering projects from conception to high-quality launch, integrating visual and interaction design principles.
- **Data-Driven Decision Making:** Leveraged research and data to fine-tune product strategies, aligning with core values of simplicity and user privacy.

Gensler/ Designer
Los Angeles, CA / June 2018 - May 2020

- **LAX Infrastructure Transformation:** Helped with modernization of Delta Airlines' Terminal 3 at LAX in preparation for the World Cup and the Olympics. Designed unique structures within LA that will integrate with a new tram system to ease congestion, enhancing the connectivity with the Los Angeles area.
- **Digital-Physical Design Integration:** Collaborated on strategies and designs that seamlessly blended physical and digital elements in private airports and terminals, enhancing user experiences.