Samora Deng

Product Designer

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I am a highly creative, results-driven Product Designer with 5+ years of experience. At AXS, I am redesigning the Fan Account experience, improving navigation and site-wide authentication for a seamless user journey. Previously, at Foursquare, I enhanced the developer console, significantly boosting user comprehension and completion rates.

Experience

AXS/ Product Designer
Los Angeles, CA / October 2023 - Present

- **Fan Account Redesign:** Redesigning the AXS Fan Account experience, improving account settings, personalization, and payment workflows through competitive analysis and usability testing.
- **Authentication & Identity:** Designing a secure login experience to enhance safety and reduce friction.
- **Olympics Prep:** Designing account and ticket management systems, along with site-wide authentication, to deliver a seamless fan experiences for the 2028 Olympics.

Yalla/ Product Designer
Los Angeles, CA / June 2023 - October 2023

- **App Architecture Overhaul:** Boosted navigation efficiency by 41% and conversion by 25% through modernizing the Restaurant Menu page

Foursquare/ Product Designer
Los Angeles, CA / October 2021 - June 2023

- **Developer Console Revamp:** Improved user comprehension by 30% and free credits awareness by 56%.
- **Onboarding Optimization:** Revamped the onboarding process, increasing completion rates by 32%.
- **Design Systems:** Enhanced design system consistency across products, accelerating development by 21%.

Swooop/ Product Designer & Co-founder
Los Angeles, CA / May 2020 - November 2021

- **Design System Evolution:** Directed the evolution of a design system, from a style guide, improving product consistency.
- **Strategic Oversight:** Oversaw research-driven design strategies from concept to launch.

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

- **LAX Infrastructure Transformation:** Contributed to designing Delta Airlines' Terminal 3 at LAX for the World Cup and Olympics.
- **Digital-Physical Design Integration:** Developed seamless digital-physical design integrations in private airports and terminals.

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