SAMUEL LARCHER

UX/UI DESIGNER

Hi there, my name is Samuel. I am a UX/UI Designer passionate about Human Centered Design (HCD). Being a team player I enjoy working collaboratively and adopt quickly to new environments & challenges. I thrive to produce customer first solutions with the best possible outcome for the user and the client.

Sydney, NSW
0424 638 297
sam@samuellarcher.com.au
www.samuellarcher.com.au
linkedin.com/in/samuellarcher

PROFESSIONAL EXPERIENCE

Tembis   SYDNEY/SWITZERLAND

Dec. 2021 - 72h Design Pitch - UX/UI Designer - Juuce Interactive

Tasks & Achievements
- In a team effort we were able to translate successfully the scope of a design challenge into a Hi-Fi Figma Prototype within a 72h time-frame
- I supported the team by phrasing initial questions regarding the scope to stakeholders, sketching design ideas, presenting underlying thought and decision processes, designing Lo-Fi Wireframes and Hi-Fi prototype in Figma as well as presenting the case study to stakeholders and attending a final Q&A
- With our submission we succeeded against 3 competing groups from Europe
- Stakeholders communicated highest regard and excitement by stating expectations were exceeded by our submission

DAWG   SYDNEY

Sept. to Oct. 2021 - Design Sprint 6 weeks - UX/UI Designer

Tasks & Achievements
- Collaborated in a team of 5 to establish DAWG's online presence as an e-commerce platform with community interaction
- Conducted deep research including 1:1 interviews, competitor analysis and on-line survey which led to important, project affecting insights
- Adopted card sorting activities to gather insights & data comprehension
- Facilitated Lo-Fi & Hi-Fi Design process as well as IA and wire-framing
- Presented back to the stakeholder in an engaging, captivating way
- Received highly positive and awarding feedback from our mentor and client

CarMatch   SYDNEY

June to Sept. 2021 - Case Study 12 weeks - UX/UI Designer

Tasks & Achievements
- Conducted qualitative & quantitative research including competitor analysis and user interviews to gather insights and quotes
- Synthesized data using card sorting and dot voting, produced a HMW (How Might We) statement and created affinity & empathy maps
- Produced current & future state customer journey maps and established a persona
- Conducted usability testing remotely via Zoom
- Sketched MVP ideas and storyboards as well as initial wire-frames
- Successfully submitted project & presented case study within given time restrictions

SKILLS

- **UX/UI Skills**
  User Flows / Personas / Information Architecture (AI) / Card Sorting / Dot Voting / 1:1 Interviews / Setting up on-line surveys / Gather insights / Qualitative & Quantitative Research / Synthesizing data / Lo-Fi Design & Hi-Fi Design / Mock prototypes / Responsive Design / Interaction Design / Affinity & Empathy mapping / Sketching / Establish brand guidelines / Building Figma Design Systems / Understanding of customer needs
- **Interpersonal Skills**
  Presenting to stakeholders & management / Team collaboration & communication

EDUCATION

- **UX / UI Design**
  Academy Xi (2021)
- **HSC (Matura)**
  Italy (2000)
- **Diploma in Graphic Design**
  Italy (2000)

TOOLS & APPLICATIONS

- **UX/UI & Design**
  Figma / Sketch / Miro / Canva / Adobe XD / Photoshop / Illustrator / InDesign / Flow
- **Development**
  Visual Studio Code / Coda / Brackets / MAMP / BitBucket / Git / HTML / CSS / JS & jQuery / PHP

LANGUAGES

- **English** - Proficient
- **German** - Native Proficient
- **Italian** - Native Proficient

EasyLife 365   MUNICH/SYDNEY

March 2021 - May 2021 - UI Designer

Tasks & Achievements
- Successfully delivered 6 template screens and 5 wizard template screens within budget and time for a Microsoft Teams Extension App.
- Closely collaborated with stakeholder and main developer resulting in 12 iterations through the entire process
- Got accustomed in a short period of time with Microsoft Teams UI Design Kit and guidelines and EasyLife 365 brand guidelines, styles and assets to find a balanced solution between both universes
- The delivered solution received high appreciation from stakeholder and founder and was core of further development of the App which launched successfully year-end of 2021

Juuce Interactive   MANLY, SYDNEY

March 2007 - Present - UX / UI Designer & Front-end Dev. - Full Time

UX / UI Design - Web Development - Project Management
- Guided and managed over 200 clients successfully through their project journey which includes specifications, design, development and deployment
- Saved 2h of project management time by facilitating team and client communication by suggesting and implementing improved communication software and tools
- Received 100% positive satisfactory feedback from stakeholders and management for delivering quality solutions in time
- Received 10% in business stakes as achievement and reward for 10 years of loyal employment and ongoing commitment

* REFERENCES ON REQUEST