

# Samuel Larcher



## UX / UI DESIGNER PRODUCT DESIGNER

Sydney, NSW

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Senior UX/UI and Product Designer with extensive experience delivering human-centered, data-driven digital solutions across web and mobile platforms. Proven track record leading end-to-end design processes, influencing product strategy, and driving measurable user and business outcomes in competitive markets.

### Professional Experience

#### **Prezzee – UX/UI Designer (2022–2026)**

Web & App - Full time - Sydney

- Designed and delivered consumer-facing UX/UI experiences across Web and Mobile, driving measurable improvements in user engagement and business performance.
- Led end-to-end UX/UI initiatives from discovery through delivery, supporting successful expansion into new strategic markets (Canada and France).
- Reduced top three Customer Care enquiry categories (re-sends, refunds, redemptions) through data-informed design improvements.
- Improved key product metrics including Time to Complete (TTC), Time On Page (TOP), and customer satisfaction.
- Maintained and evolved the Consumer Design System, improving scalability, accessibility, and responsive consistency across platforms.
- Facilitated cross-functional workshops to align stakeholders, validate problem spaces, and drive informed product decisions.
- Presented research insights, design rationale, and measurable outcomes to senior leadership.
- Consistently ranked in the top two performers (out of eight designers) based on sprint delivery and impact metrics.
- Shortlisted for company-wide “Prezzee Star” Award (Top 3 finalist).

### Skills

#### UX/UI Skills

E2E Experiences / Empower with AI Tools / User Flows / Personas / Information Architecture / Card Sorting / UX Workshops / Interviews & Note taking / Online surveys / Qualitative & Quantitative Research / Lo-Fi & Hi-Fi Designs / Squad Handover / Documentation / Figma Prototypes / Responsive Design / Interaction Design / Affinity & Empathy Mapping / Sketching / Design System & Maintenance / ATOM components / Variables & Tokens / Scalable Design / Lean Design / MVP / MLP

#### Interpersonal Skills

collaborative / team player / empathic / resilient / positive thinking / inquisitive / calm

### Education

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

### Tools & Applications

- **UX/UI Design**  
Figma / Miro / Figjam / Sketch / Figma Make / Gemini / ChatGPT / Adobe Suite / Jira / Confluence / Zoom /
- **Development**  
Visual Studio Code / Coda / Brackets / MAMP / Bitbucket / Git / HTML / CSS-SCSS / jQuery / PHP

### Languages

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

## ***Pinacotheca – 72h Mobile Pitch (Dec 2021)***

72H - Switzerland/Sydney

- Drove the strategic translation of a defined product opportunity into a validated mobile concept within a 72-hour competitive sprint.
- Owned pitch narrative and design direction, from brief validation and rapid ideation to low-fidelity prototypes and stakeholder storytelling.
- Secured first place against three European teams, unlocking investment and project greenlight.
- Commended by senior stakeholders for exceeding expectations in strategic clarity, innovation, and delivery speed.
- Initiated subsequent UX research and prototyping streams to progress the concept toward implementation.

## ***CarMatch – UX/UI Case Study (June–Sept 2021)***

12 weeks - Mobile App - Sydney

- Led end-to-end UX research and design for CarMatch, a mobile app matching users to vehicles based on needs, combining competitor benchmarking, user interviews, and quantitative data analysis.
- Synthesized findings into actionable insights via affinity/empathy mapping, card sorting, and a validated “How Might We” problem statement.
- Established personas and current/future-state journey maps to define MVP scope and design priorities.
- Conducted iterative 1:1 user testing sessions, optimizing flows and wireframes based on direct feedback.
- Presented outcomes to stakeholders, securing buy-in and demonstrating user-centered, data-informed design decisions.

## ***Juuce Interactive – Digital Designer & Developer (2007–2022)***

Full Time - Sydney

- Delivered digital experiences for 200+ local and national clients, achieving high customer satisfaction (Google Reviews peak 4.9 stars).
- Gained end-to-end experience from client onboarding to project launch, developing strong project management and stakeholder collaboration skills.
- Streamlined design and communication workflows, reducing project turnaround time by 12% and improving delivery efficiency.
- Consistently achieved successful project handovers (95% of projects), demonstrating measurable business impact.