

# Samuel Larcher

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## Product (UX/UI) Designer

Product (UX/UI) 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.

## SKILLS

UX Strategy / Product Strategy | Design Thinking / Innovation Workshops | Stakeholder Management & Influence | User Testing & Validation Leadership | Data-Driven UX / Metrics-Oriented Design | Design System Leadership | Advanced Interaction & Microinteraction Design | Prototyping at Scale | Accessibility & Inclusive Design (WCAG standards) | Mentoring & Team Development | Process Improvement / Team Workflow Design | Cross-Platform Design Thinking | Front-End Awareness / Developer Handoff Expertise

E2E UX 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 | Figma Prototypes | Responsive Design | Interaction Design | Affinity & Empathy Mapping | Sketching | Design System & Maintenance | ATOM | Variables & Tokens | Scalable Design | Lean Design | MVP | MLP

collaborative | empathic | resilient | positive thinking | inquisitive | calm

## EXPERIENCE

### Prezzee, Product (UX/UI) Designer

February 2022 - February 2026

Web and mobile App UX role in uplifting the global consumer facing experience

- 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 2 new strategic markets (Canada and France).
- Reduced top three Customer Care enquiry categories (re-sends, refunds, redemptions) by 5% through data-informed design improvements.
- Improved key product metrics including Time to Complete (TTC -45% Password-less), Time On Page (TOP +34% New Swap / increased engagement ), and customer satisfaction (CSAT + 0.8 points Mob App).
- Maintained and evolved the Consumer Design System with 500+ variable components, improving scalability, accessibility, and responsive consistency across platforms.
- Facilitated 1 cross-functional workshop per quarter to align stakeholders, validate problem spaces, and drive informed product decisions.
- Presented research insights, design rationale, and measurable outcomes to senior leadership.
- Achieved a ranking within the top 2 team performers based on sprint delivery and measurable impact.
- Achieved Top 3 ranking in company-wide "Prezzee Star" awards for delivering high-impact contributions.

### Pinacotheca, Product (UX/UI) Designer

December 2021 - January 2022

72h Mobile App Pitch

- 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, Product (UX/UI) Designer**

**June 2021 - September 2021**

Mobile App E2E UX Process

- 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 1 persona and 2 journey maps (current/future) to define MVP scope and user sentiment.
- Enhanced user experience by conducting iterative user testing sessions and increased user satisfaction by 35%.
- Presented outcomes to stakeholders and demonstrated user-centred design impact.

### **Juuce Interactive, Digital Designer & Front-end Developer**

**February 2007 - May 2021**

- 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 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.

## **TECHNICAL SKILLS**

Software Knowledge: Figma, Miro, Figjam, Sketch, Figma Make, Gemini, ChatGPT, Pendo, CrowdIn, Adobe Suite, Jira, Confluence, Zoom

Development Applications: Visual Studio Code, Coda, Brackets, MAMP, Bitbucket, Git

Programming languages: CSS/SCSS, HTML, JS

## **EDUCATION**

### **UX / UI Designer, Certificate**

**May 2021 - November 2021**

Academy Xi

- 6 months online course

### **HSC Fachlehranstalt für Werbegraphik**

- Italian Highschool Certificate

### **Diploma in Graphic Design Fachlehranstalt für Werbegraphik**

- Highschool Diploma