Nasser Elsamadisy

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Summary

Experienced and innovative Principal/Lead product designer with 14+ years of experience in delivering success through human-centered design processes. Experienced in strategic planning, team management, qualitative research, and process improvement. Highly proficient in Figma, user experience and interface design, prototyping, design systems, and wireframing. Skilled in accessibility standards, mentoring, and stakeholder alignment.

Core Competencies

Product Design Leader, User Experience Research, Workshop Facilitation, Design Systems, UX Documentation, Stakeholder Alignment.

Technical Skills

Figma, Adobe CC, Photoshop, Illustrator, Wireframes, Prototypes, Personas, Journey Maps, Service Blueprints, Jira, Aha!, Confluence, UE5 Blueprints.

Experience

R1 RCM

Lead Product Designer, Remote
10/2024
As a Lead Product Designer at R1 RCM, I operate as a strategic design leader, driving innovation, collaboration, and impactful design outcomes across multidisciplinary teams. My role extends beyond individual contributions to mentoring junior and senior designers, as well as other design managers, ensuring they excel in communication, collaboration, and strategic design efforts. By fostering a culture of outcome-driven design thinking and leveraging modern tools like AI, I help elevate the organization's design maturity and deliver meaningful results.

Undisclosed

Principal Product Designer, Round Rock, TX
06/2024 - 09/2024
Principal Product Designer on an undisclosed product leveraging an AI-driven experience.

Improving Agility

Principal Product Designer, Remote
07/2024 - 08/2024
Principal Product Designer building and maintaining the Design System on an undisclosed product.

Bungie

Sr. UX Designer, Remote
09/2022 - 11/2023
· Led UX design for Destiny 2, focusing on HUD buff/debuff updates and Vault from Orbit feature.

· Facilitated workshops and conducted discovery research, qualitative research, and data synthesis.

· Performed stakeholder and user interviews, aligning intercompany teams on UX initiatives.

· Contributed to design systems and accessible HUD and menu design.

Kyndryl

Lead Product Designer, Austin, TX
07/2021 - 02/2023
· Lead UX Designer leading Kyndryl MCMP (Multi-Cloud Management Platform) Service Provider edition.

· Conducted user research and interviews to validate product concepts, developed UX documentation including requirements, research findings, journey maps, and user profiles.

· Defined information architecture and interaction flow of applications, presented conceptual diagrams, wireframes, and prototypes to key stakeholders.

· Analyzed usage data to gain product understanding and craft recommendations.

Signify Health

Sr Lead Product Designer, Remote
02/2021 - 07/2021
· Lead designer driving culture changes to focus on user experience research and customer-centric design.

· Maintained and expanded company-wide design system.

· Introduced and advocated for accessibility standards in tandem with design system work.

Ascension

Sr Product Designer, Austin, TX
01/2020 - 02/2021
· Principal designer for Case Tracker app.

· Led user research, including on-site observations as well as user and stakeholder virtual interviews.

· Led workshops to include Clinical Informaticists, Product Managers, Designers, and Developers in an agile environment.

Dell

Sr Product Designer, Round Rock, TX
06/2014 - 01/2020
· Led balanced teams in collaboration, discovery, research, and data synthesis.

· Improved accessibility across Dell.com through heuristic evaluations.

· Achieved 25% increase in conversion for Precision Workstations through design changes.

· Led Alienware.com redesign, resulting in more than double the original RPV target.

Sabre Airline Solutions

UX Designer, Southlake, TX
· Led design overhaul of B2B customer portal for Sabre Airline Solutions.

· Completed redesign of widely used travel agent application in a 2-week window.

· Led complete design of digitizing pilots Flight Operations Manual including day and night UI variations.

Halliburton

Lead GUI Developer, Carrollton, TX
· Designed and implemented user experiences on various platforms including FlashBuilder, 3.5, Microsoft WPF 4, and Unity 3D.

· Led GUI development on high-profile projects including Cyberstring SL, String Builder, and SmartString Plus 1.0.

· Led efforts researching and testing different tools for designing and front end implementation.

Certificates

NNG Certificate in UX Management – UXC# 1061411

Education

Fine Arts
Utah State University, Logan, UT

Master's in Interactive Technology
Southern Methodist University, Dallas, TX