# Samaila Newaz (she/her)

## UX/UI & VISUAL DESIGNER

Porfolio

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236-332-5567

## SKILLS

UX/UI Design

Visual Design

Prototyping

User-testing

Interdisciplinary teamwork

Data-driven Design

Photography

Print Design

## TOOLS

Figma

UserTesting

Sketch

InDesign

Photoshop

Illustrator

Premiere Pro

JIRA

HTML/CSS

React Native

Tableau

## EDUCATION

**Simon Fraser University**
Bsc, Interactive Arts and
Technology, Fall 2019 - Dec 2025

**Korea University**
Summer International Campus,
Exchange, June - August 2023

## WORK EXPERIENCE

### UX Design Intern                          May 2024 – April 2025
Samsung Electronics, 12-month Internship

- Contributed to the migration of the B2B SaaS device management platform Knox Manage Advanced to Knox Manage Lite
- Collaborated with cross-functional teams to deliver desktop experiences
- Supported the end-to-end UX design process, including competitive analysis, user flows, and ideation workshops for upcoming product features
- Created wireframes, interactive prototypes, and UI components aligned with the Samsung Knox design system and usability best practices
- Reviewed and resolved 100+ QA and UX tickets, partnering closely with developers to ensure pixel-perfect implementation

## ACADEMIC PROJECTS

### UX Researcher, Experience Designer            November 2023, 7 Weeks
Canada Post: Carriers that Care Website/Service

- Identified and evaluated a new digital business opportunity focused on service expansion, revenue growth, and user value creation
- Conducted user research and usability testing, synthesizing insights into actionable design iterations
- Designed responsive web and mobile interfaces, applying human-centered design principles, visual hierarchy, and accessibility considerations
- Developed a cohesive sub-brand identity and design system

### UX Researcher, UX Designer                    September 2022, 7 Weeks
Float House Website

- Collaborated with Float House to improve the first-time user experience, aligning user needs with business objectives
- Conducted heuristic evaluations, think-aloud usability testing, and A/B testing, to uncover usability pain points and optimization opportunities
- Translated research insights into design solutions, producing wireframes, high-fidelity mockups, and an interactive prototype

### UX Researcher, UI Designer                    June 2022, 3 weeks
Tindersafety Mobile App

- Led user research and interviews, translating insights into personas and design direction
- Created mobile wireframes and high-fidelity UI designs grounded in user needs and usability principles