

# Samaila Newaz (she/her)

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## WORK EXPERIENCE

**UX Design Intern**  
Samsung Electronics  
Vancouver, British Columbia  
May 2024 – April 2025

**Increased product marketability and improved task completion rates** by converting complex enterprise workflows into a streamlined Knox Manage 'Lite' version with updated UX patterns, and navigation.

**Partnered with cross-functional teams** (Research, PM, Engineering) to deliver **desktop experiences** via wireframes, user flows, high-fidelity mock-ups, and QA hand-offs.

**Led and launched 3 product features** with ideation workshops, competitive analysis, A/B testing, and wireframes by **presenting findings to cross-functional stakeholders**.

**UX Design & Web Dev Intern**  
Atria Community  
Vancouver, British Columbia  
Feb 2023 – September 2023

Designed and launched a **community website** (Wix, HTML/CSS), achieving a **high accessibility score and 20% increase in organic search visibility**.

Contributed to **early-stage discovery and design for the Atria Collaboration Hub** by ideating concepts, wireframing, and providing design support within a cross-functional team.

**Library Assistant**  
Simon Fraser University  
Surrey, British Columbia  
December 2025 – Present

**Ran focus groups and surveys to identify wayfinding pain points**, synthesized findings into a prioritized improvement roadmap and executed new signage.

Supervised student technicians, **setting daily task priorities based on operational needs**.

## PROJECTS

**Float House**  
UX Design/Research  
July 2025 – 6 weeks

**Improved onboarding experience and aligned interface with business goals** by translating insights into wireframes, and high-fidelity ProtoPie prototype.

**Identified key optimization opportunities** by conducting heuristic evaluations, A/B testing, and think-aloud usability sessions to uncover and resolve critical usability pain points.

**Carriers that Care**  
Service/Product Design  
November 2023 – 7 weeks

Pitched a new **digital business opportunity** for Canada Post by developing a sub-brand design system and service expansion strategy **targeting revenue growth**. **Nominated for the 2024 UX Design Awards**.

**Created accessible desktop and mobile interfaces** by applying design principles and synthesizing insights from user research.

**UX Was Here**  
Eunoia Design Jam  
March 2024 – 4 days

**Addressed high user turnover and lowered participation barriers** by creating high-fidelity prototypes introducing pseudonymous posting and online sub-communities to join.

**Reframed core branding strategy** by leading 6 user interviews and think-aloud tests, synthesizing qualitative insights to **improved platform's value proposition**.

## EDUCATION

**Simon Fraser University**  
Grad: June 2026

**Bachelor of Science**  
Major in Interactive Arts and Technology with a concentration in Design.

## SKILLS

**Tool Kits**  
Figma, Sketch, UserTesting, Figma Make, ProtoPie, Adobe Creative Cloud, Tableau, Dovetail, JIRA, Microsoft Suite, Miro, ChatGPT, Claude

**Code**  
HTML/CSS, React Native, JavaScript, Python, Machine Learning

**Skills**  
User Research, Interaction Design, Visual Design, Wireframing, Prototyping, Design Systems, Graphic Design, Content Creation, Competitive Analysis, Roadmap Prioritization, Stakeholder Presentations, Content Strategy, Artificial Intelligence