

Samaila Newaz (she/her)

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WORK EXPERIENCE

Samsung Electronics
UX Design Intern
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 quality assurance hand-offs.

Accelerated definition for 3 product features with ideation workshops, competitive analysis, and wireframes — **presenting findings to cross-functional stakeholders** (Design, PM, and Branch leadership).

Atria Community
UX Design & Web Dev Intern
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** through SEO best practices and brand guideline adherence.

PROJECTS

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.

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

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

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

Created an accessible, responsive web and mobile interfaces by applying human-centered design principles and synthesizing actionable iterations from end-to-end user research.

Float House
UX Design/Research
September 2022 – 7 weeks

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

EDUCATION

Simon Fraser University
Grad: June 2026

Bachelor of Science
Major in Interactive Arts and Technology
Concentration in Design and Front-end Development

SKILLS

Design Tool Kits
Figma, Sketch, UserTesting, Figma Make, Photoshop, InDesign, Premier Pro, Illustrator, After Effects, and Maya

Code
HTML/CSS, React Native, JavaScript, Python, Machine Learning, and D3

Skills
Visual and Interaction Design, Wireframing, Prototyping, Graphic Design, Print, Content Strategy, Data Visualization, Photography/Film, and Artificial Intelligence