

Samer Alkhouri

Product Designer

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With over ten years of experience as a Product Designer, I excel at collaborating across teams and using my proficiency in multiple design languages to transform research and data into intuitive designs.

My expertise lies in the Fintech & E-commerce industries.

Sr. Product designer

Formula.Monks: Mar 2024 - Nov 2025

Sr. Product designer

ELEKS: Sep 2023 - Feb 2024

I enhanced the reporting tool for Christy Lite, a top theater equipment company, to manage warehouse spaces by store, date, and task.

Sr. Product designer

Eventbrite: Dec 2021 - Sep 2023

Eventbrite is an American event management and ticketing website. The service allows users to browse, create, and promote local events.

Accomplishments Include:

POST-TX-REFUND TICKETS:

- I have made the refund process smoother for event creators and increased their **RESPONSE RATE FROM 54.5% TO 88%**.
- I crafted a refund tracking email for attendees, **RESULTING IN A 74% REDUCTION IN CUSTOMER FRICTION WITH EVENT CREATORS AND THE HELP CENTER.**
- I created a new refund concept that applies to **MARKETPLACES** and involves an **AUTOMATIC REFUND PROCESS AND SELF SERVICE.**
- I facilitated workshops for the development team to ensure the seamless integration of design concepts with development efforts.

REPORT "TRAFFIC & CONVERSION":

- The Traffic in Conversion tool helps event organizers track traffic from marketing channels to ticketing channels. This allows for more efficient resource distribution and improved marketing campaigns.
- The tool is **USED BY 51% OF MONTHLY** transaction originators, **WITH AN 8% EXPONENTIAL INCREASE.**
- Product marketing led to an additional **48% INCREASE IN USERS**

Sr. Product designer

Veritran: Sep 2017 - Dec 2021

Veritran is a worldwide technology firm that focuses on creating and developing financial solutions to streamline banking experiences.

Accomplishments Include:

CUENTA DNI - BANCO PROVINICA - ARGENTINA

- I designed the first version of Banco Provincia's digital wallet app, Cuenta DNI. This comprehensive solution offers end-to-end services.
- The number of users this app has reached more than **2 MILLION IN LESS THAN 8 MONTHS, WITH 4.6 RATING ON ANDROID AND 4.5 ON IOS.**

BNA + DIGITAL WALLET - BANCO NACION - ARGENTINA

- I designed the first version for the Argentine National Bank's digital wallet, which received a **4.6 RATING ON ANDROID AND 4.6 ON IOS**

Product designer II

Veritran: Mar 2013 - Sep 2017

I also designed apps for Banco BanBajio y Banco Banjercito /Mexico.Banco Ciudad, La Rioja, La Pampa / Argentina And contributed with the design team to design solutions for Banco Estado in Chile, and Bantrab in Guatemala.

Media Industry experience

2001 -2013

With over a decade of experience in graphic design and branding, I have created numerous successful advertising campaigns and products. Additionally, I am a skilled professional painter and photographer.

- I worked as a creative art director for Baladna newspaper
- I worked as a Creative Graphic Designer for DisneyMiddle East Agency (Firstkid Co.)
- Spacetoon Animation Channel TV / Dubai.

Education

Bachelors Degree focused on Graphic Design / Visual communication & Fine Arts from Damascus University, 2005

Languages

English: Full professional proficiency
Spanish: Full professional proficiency
Arabic: Native

Skills

UX UI
Ideation
User stories
User journeys
User-centered design
Accessibility advocacy
Competitive analysis
Concept vision
Prototyping
Design System
Design thinking
User Research & Persona
Usability testing
Project management
Information Architecture
User flow
Interaction Design
Wireframe Production
Visual Design
Graphic design

Certificate

IDEO: [Insights for Innovation](#)

Tools

Figma
Sketch
Principle
Flinto
Jira
Adobe Creative Suit
PrincipallnVision
Google Work space