

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

On a project for Walmart, improved the substitute selection journey within the shopping flow and enhanced the post-purchase pickup and delivery experience by identifying and resolving critical friction points impacting couriers and customers.

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

Veritrans: Sep 2017 - Dec 2021

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

Accomplishments Include:

CUENTA DNI - BANCO PROVINCIA - 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

Veritrans: Mar 2013 - Sep 2017

I also designed apps for Banco BanBajío 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 evolved from leading high-impact creative campaigns to designing user-centered digital experiences. My background blends strategic visual thinking with product-focused problem solving - enabling me to craft intuitive interfaces, scalable design systems, and meaningful user journeys.

As a professional painter and photographer, I bring refined visual judgment, attention to detail, and narrative sensitivity into digital product design.

Earlier Experience:

- **Baladna Newspaper**
Creative Art Director: Led creative direction for large-scale campaigns and editorial branding, aligning visual strategy with audience engagement goals.
- **Disney Middle East Agency (Firstkid Co.)**
Creative Graphic Designer: Developed brand-aligned visual systems and campaign assets across multiple platforms.
- **Spacetoan Channel**
Creative Graphic Designer: Designed high-visibility creative materials within a fast-paced broadcast environment.
- **Independent Artist & Photographer**
Professional practice focused on composition, visual storytelling, and aesthetic precision.

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
Jira
Adobe Creative Suit
Google Work space