Sam Chaaya

Product Designer

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PROFILE

As an industrial designer with experience in UI/UX, I leverage emerging technologies, cultural practices, business trends, and the latest scientific advancements in my projects.

Growing up in various countries with unique cultures and values has shaped my distinct human-centered design approach. This broadened my ability to solve problems, be creative, and empathize.

LANGUAGES

I am fluent in English, French, and Arabic. I can also communicate and understand basic Spanish.

EXPERIENCE

Researcher & Designer | Humanistic
JUL 2020 - DEC 2020, TORONTO, ON, CANADA

- Researched XR multimodal interactions and helped develop an internal IX guideline for a confidential global smartphone manufacturer
- Transformed industry signals and trends into actionable insights and delivered detailed reports for clients
- Demonstrated critical thinking when brainstorming HCI classification using WIMP elements for AR, VR, and MR

UX Designer | Swave Studios
JAN 2019 - JUN 2020, TORONTO, ON, CANADA

- Designed an in-person Point of Sale experience, product packaging, and a website for a glasses/optical client.
- Rebranded the website and developed low to high fidelity prototypes for an R&D and aerospace company's internal applications.

EDUCATION

BrainStation | Diploma, User Experience Design
JAN 2021 - APR 2021, TORONTO, ON, CANADA

OCAD University | Bachelor's Degree, Industrial Design
SEP 2016 - MAY 2020, TORONTO, ON, CANADA

SKILLS

Sketch, InVision, POP App, Figma, Optimal Sort, Principle, Adobe XD, Illustrator, Photoshop, After Effects, Premiere Pro, Zeplin, Wireframing, Prototyping, Presenting, Effective Communication, Sketching.

PROJECTS

Privy | UX Research, Design Strategy, UI, UX
MAR 2021, 8 week timeframe

Privy helps users learn about the many ways that their data is collected and used in order to better inform their privacy choices.

FrontLine | UX Research, Design Strategy, UI, UX
FEB 2021, 4 week timeframe

FrontLine helps nurses log patient incidents with Apple Watch, streamlining their communication with other nurses.

BeeLeaf | Strategy, Branding, UI, UX
NOV 2019, IBM iX & Adobe XD Creative Jam, 48 hour timeframe

BeeLeaf leverages Blockchain and 5G to incentivize environment conscious individuals to make greener purchase decisions through cashback.