

# Samuel Franzen

Designer / UX UI / Product Designer



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Detail-oriented designer with over 14 years of experience with creating visually stunning and innovative designs and engaging user-friendly digital experiences. Experienced in conducting user research, wireframing, prototyping with a strong understanding of typography, color theory, and layout design, collaborating with cross-functional teams to deliver high-quality designs.

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## EXPERIENCE

### DELOITTE

Senior UX Designer / Oct 2022 - Dec 2023

UX Designer skilled in crafting user-centric digital experiences. Successful collaboration with cross-functional teams, specializing in design implementation for enhanced user satisfaction. Proficient in conducting comprehensive UX research, contributing to product refinement and shaping innovative solutions.

- Led Via Verde website redesign initiative.
- Conducted usability studies to improve user experience by focusing on user-centric design principles.
- Boosted customer loyalty scores from 2/10 to 6/10 with strategic UX enhancements.
- Reduced customer support inquiries by 70% by resolving user pain points.
- Enhanced payment processing and vehicle management tools for more efficient user interactions.
- Simplified legal terms and conditions for better user understanding, fostering a user-friendly environment.

### NBANKS DIGITAL SERVICES

Product Designer / Nov 2019 - Apr 2022

Brand Manager, Product Designer, and Digital Content Creator.

- Led the design team in collaboration with a copywriter and an IT Partnership team.
- Revamped nBanks brand to resonate with customers, balancing financial and Open Banking aspects for increased trust and professionalism.
- Designed engaging social media content resulting in a significant boost in subscriber retention and interaction.
- Product Designer of the company's website, leading to a 526% increase in customer retention within the first year.
- Enhanced nBanks platform navigation through usability tests, improving average usage from 2 to 5 days per week.
- Implemented new platform features and help center based on user feedback gathered through research, surveys, and tests.

### BONKERS

Co-founder, Web end Motion / Oct 2018 - Jul 2019

In charge of creating and updating graphic arts for websites and animations. The developer of service and project presentation to partners and new potential customers.



## EDUCATION

DC2.0 - UX Design by Design Circuit  
Nov 2021 - Jun 2022

Remote Course

Web Design  
Sep 2018 - Jul 2019

LSD - Lisbon School of Design  
Lisboa - PT

Bacharel of Visual Design  
with Emphasis in Marketing  
Mar 2007 - Dec 2010

ESPM Brazil

## EXTRA

English Course  
Apr 2017 - Apr 2018  
Ibat College - Advanced  
Dublin - IE

Intensive Motion Design Course  
May 2014  
ESPM - Audio Visual Studio

## TOOLS

Figma

Adobe XD

Sketch

Zeplin

Hotjar

Notion

Miro

Jira

Webflow

Adobe Creative

Microsoft Office

HTML/CSS

## SKILLS

Product strategy

Design development

Definition of UI patterns

Agile Environment

UX Design Specification

Discovery research

Design system

Market research

Design thinking

Product handoff with devs

Product prioritisation

## SOFT SKILLS

Curious

Meticulous

Skillful

Maker

Solver

Friendly

Fellow

Creative

Inventor

Listener

Team worker

Flexible

## ABOUT ME

- I love to ride a bicycle and embrace it as a way of life.  
Note: My favourite hobby is fixing my bike.
- I am passionate about old cars and mechanics and have the dream of travelling through Europe in an old VW van.
- I like: Games and Anime, History and the Ancient World, travel and studying Animal Life.