

Kenneth Sahoury

SUMMARY

A UX & Product Designer with 13 years of experience across finance, e-commerce, SaaS, and digital government, leveraging generative AI and data-driven design to create user-centered solutions for mobile and web.

MOST RECENT EXPERIENCE

SAP — UX Lead & Product Designer (Contractor)

Mar 2023 – Jul 2024 • Walldorf, Germany

The world's leading producer of software for the management of business processes.

Achievements & Key Responsibilities

- Tackled complexities of pricing breakdowns, display of product metrics, prerequisites, and third-party payments integration to improve the 'Configurator, Cart & Checkout' journey.
- Streamlined sections for 'Plans & Pricing, Reviews, and Add-ons' applicable to 500+ SAP product pages.
- Contributed to a new design system for the company's largest web migration and global rebrand.
- Revamped SAP's Partner Cockpit with a new Fiori-based user experience, significantly enhancing usability, resulting in a 40% reduction in task completion time for users.
- Mentored multiple teams through the adoption of a new management software.
- Handled a steady inflow of JIRA requests to ensure quality assurance during development.
- Contributed to the growth of the core experience team by participating in regular knowledge-sharing, feedback sessions, and productivity workshops.

Vanguard — Senior Product Designer (Contractor)

Jan 2022 - Nov 2022 • Melbourne, Australia

A global leader in investment management, managing over \$8 trillion in assets.

Achievements & Key Responsibilities

- Teamed up with investment analysts to develop a calculator that helps investors find optimal regular payments during retirement which demonstrated strong utility (82 SUS score) and was integrated into Vanguard's mobile app.
 - Conducted usability interviews with 7+ participants, developed test plans, and synthesised reports to inform design decisions.
- Designed key features for a Superannuation dashboard, enabling members to keep track of their investments.
- Collaborated with designers to refine and scale existing design systems, ensuring brand consistency across products.

Squiz — UX/UI Designer

Jan 2017 - Jan 2022 • Melbourne, Australia

A SaaS company that offers an AI-powered Digital Experience Platform designed for marketers, which includes a CMS and a search engine.

Achievements & Key Responsibilities

- Worked with 15+ clients in government, higher ed, and tourism, leading pitches and ideation sessions to build strong relationships and tailor web solutions using Squiz's technologies, while advocating for accessibility best practices.
- Developed a prototype for a debtor search app, boosting efficiency by 70% for police officers and enabling the Department of Justice to seek approval for a statewide rollout.
- Designed a low-budget, fast-built campaign site for Discover Tasmania, which was launched within a month, increasing conversions by 18%.
- Spearheaded the University of Tasmania's digital transformation with a new website and design system, resulting in a 13% increase in student enrollment.
- Redesigned the Transport Accident Commission website to streamline the claims process, leading to an 27% increase in insurance operations that helped over 43,000 Victorians the following year.
- Supported sales with new presentation templates that were used by the company globally.
- Proactively hosted UX & Psychology meetups at the office.

McCANN — UX/UI Designer

Feb 2015 - Jun 2016 • Melbourne, Australia

Melbourne led as the world's most awarded design agency at the time.

Achievements & Key Responsibilities

- Recognised for talent and offered sponsorship, gaining valuable insights from renowned leaders in the Australian advertising industry.
- Won the business with a design pitch that was selected for the redesign of Tigerair Airways, leading to a 34% increase in bookings.
- Designed a mobile app for Australia's taxi industry that was recognised by the Sydney Morning Herald as a potential 'Uber killer,'.
- Designed a mobile app for Australian Unity, enabling members to quickly and easily view and claim health benefits, increasing app ratings by 28%.
- Worked with local and international high-profile clients, including L'Oréal Paris, MasterCard, University of Melbourne, and Maurice Blackburn Lawyers, and credited on award-winning campaigns such as Metro Trains' 'Dumb Ways to Die,' BIC's 'Hipstervention,' and MIFF's 'Emotion Tracker'.

[Full history on LinkedIn. References upon request.](#)

SKILLS

- **Product Design:** UX/UI, Visual Design, Interaction Design, Product Thinking, Mobile App Design, Scalable Design Systems, Accessibility
- **UX Research:** Data-Driven Insights, A/B Testing, Usability Testing, User Interviews, Rapid Prototyping
- **Collaboration:** Design Leadership, Workshop Facilitation, Stakeholder Management, Cross-Functional Teamwork, Lean Agile Methodologies
- **Tools:** Figma, Framer, Adobe Creative Suite, Miro, Mural, JIRA, Zeplin, GitHub, GenAI, Web3, HTML/CSS

EDUCATION

[Johannes-Gutenberg-Schule](#) — Media Design Digital and Print

2008 - 2012 • Germany

LANGUAGES

- German (Native)
- English (Bilingual proficiency)