

Sam Weller

Team Leader & Design Director.

UX & Product Designer.

Proud Australian. He/him.

UX & Product Designer

- Digital designer 18 years
- UX & product design 15 years
- User research & usability testing
- Storyteller & presenter
- Lead design sprints & ideation

Leader & Mentor

- Lead ~10 designers for 2+ years
- Agile & Lean UX for 10 years
- Lead remote, international teams
- Company culture advocate

Prototyping & Experimenting

- Ran 20+ hackathons on 2 continents
- Extensive prototyping experience
- UI developer; semantic & accessible

My Principles & Ideals

- Diversity & inclusivity always
- Celebrate your people & team
- A free & open internet

Education

Bachelor of Business Degree (2001)

Marketing & Multimedia (Distinction)

Swinburne University Australia

I ♥ working with and leading engaged, diverse and happy cross-functional teams. Passionate. Collaborative. Empathetic. I get things done. I'm always *all in*.

My recent experience

Design Manager / Director

realtor.com Santa Clara, CA • April 2018 - June 2020

Led a highly engaged and motivated team of 9 designers to grow consumer engagement on realtor.com by 30%, CSAT by 8%, and revenue by 10% while supporting 100% of the product roadmap. Increased productivity with a new design process, cross-functional ideation and creation of a new Design System.

Created my own playbook for leading teams:

[↗ samweller.com.au/playbook](https://samweller.com.au/playbook)

Senior Designer

realtor.com Santa Clara, CA • Jan 2017 - April 2018

Designed new media products which grew revenue 10% and engagement 200%. Improved registrations by 175% by reducing friction on sign up. Conceptualised a new multi-million dollar agent product.

[↗ samweller.com.au/work/realtordotcom](https://samweller.com.au/work/realtordotcom)

Lead & Senior Designer

realestate.com.au Melbourne • June 2010 - Jan 2017

Redesigned News & Lifestyle by focusing on mobile prime experience leading to 10% increase in engagement. Design native mobile media units for 300% more engagement. Design home loan experience that resulted in 200% of forecasted performance in 1st year.

[↗ samweller.com.au/work/realestate](https://samweller.com.au/work/realestate)



Sam Weller

In addition to designing for the internet, I'm also:

- + into cooking and travel
- + trying to write more code
- + a very average golfer

☎ 408 913 5589 ✉ findme@samweller.com.au

🌐 samweller 📱 samweller.com.au

🌐 E3 visa holder

Some of my design work @ realtor.com (RDC) 2017-2019

Mobile uplift & redesign

realtor.com • 2019

Improved CSAT by 5%, increased engagement 10% across the experience and created a consistent suite of mobile prime interactions and UI.

Evaluate metrics, research and CSAT feedback to augment and uplift the mobile web experience. Supported creation & detail of the new design system.

🔗 samweller.com.au/work/rdc-mobile

Improve mobile registration

realtor.com • 2018

Improve registrations 175% by focusing on reducing UX friction, a mobile prime UI and introducing a new visual style.

🔗 samweller.com.au/work/swap

Home owners platform

realtor.com • 2017

Spoke directly with owners and ran a series of lean experiments to solve key user pain points and lift core metrics and revenue.

🔗 samweller.com.au/work/myhome

Some of my design work @ realestate.com.au (REA) 2016

News & Lifestyle experience

realestate.com.au • 2016

20% increase in engagement, enhanced media opportunities & experience/visual uplift by focusing on mobile prime & immersive photo experience. Video views up 10% with new carousel interface and introduced a new million-dollar media product for mobile.

🔗 samweller.com.au/work/news

For sale by owner (FSBO) app

realestate.com.au • 2016

Conceptualised & designed a consumer listing app for improving quality leads to Agent customers from FSBO users. Delivered to test in European market as MVP.

🔗 samweller.com.au/work/myplace

Property gamification app

realestate.com.au • 2016

Conceptualised & designed a fantasy sports style app for property auctions. Built & validated concept app with real users, run for 2 months increasing engagement weekly.

🔗 samweller.com.au/work/tycoon

