

Sam Weller

Team Leader & Design Director in Melbourne.
UX & Product Designer.
Culture & Engagement Evangelist.

Design Leader & Mentor

- Led ~10 designers for 4+ years
- Agile & Lean UX techniques 10+ years
- Led remote, international teams
- Mentored 5 junior designers past 4 years

UX & Product Designer

- Digital designer for 2 decades
- UX & product design for 15 years
- User research & usability testing
- Led design sprints & ideation

Culture Impact Evangelist

- Culture committee at last 3 companies
- Ran 20+ hackathons on 2 continents
- Cross-functional team leader & mentor
- Produced team and company swag
- Presented to audience of hundreds

UI Coder, Prototyper & Hacker

- 10+ years experience HTML, CSS & JS
- Extensive prototyping experience
- UI developer; semantic & accessible

Education.

Bachelor of Business Degree (2001)

Marketing & Multimedia (Distinction)
Swinburne University

I ♥ working with and empowering diverse, engaged, cross-functional teams.
Passionate. Tenacious. Empathetic.
I get things done. I'm always all in.

My recent experience.

Head of Product & Design

resolve.com.au Sydney • January 2023 - Present

Solely responsible for product, design and delivery working with a team of five engineers to ship end-to-end platform for buying and selling small businesses in Australia. Marketplace, Data Room, Lead Management CRM & SEO drove exponential revenue & traffic growth in 18 months.

Design Manager

SoFi Inc. San Francisco CA • April 2021 - January 2023

Led a team of 3 designers to ship a new consumer experience achieving funnel conversion of 88%. New design system, mobile-first interaction patterns and improved team efficiency & transparency with collaboration tools and cross-functional team building.

Created my own playbook for leading teams:

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

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.

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



My work

☎ 0431 376 784 ✉ findme@samweller.com.au
in [samweller](#) 📄 [samweller.com.au](#)

Developing Australia's biggest happy hour platform, solo.

Eat Drink Cheap

Small business • 2020 - present

Designed, hand-coded & manage a platform for advertising happy hour specials and cheap eats across Australia. Grew listings 300% and traffic 500% in 12 months with relentless customer engagement, SEO & social media strategy.

Devised a series of lean experiments to validate potential solutions before building features including self-service tools, photos, online bookings, major events and faceted search.

🔗 eatdrinkcheap.com.au

Some of my design work @ realtor.com (RDC) 2018 - 2020.

Mobile uplift & redesign

realtor.com • 2019

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

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

🔗 samweller.com.au/work/rdc-mobile

In addition to working on the internet, I also:

- + love cooking and trying new restaurants and cuisines
- + am sports obsessed and really close to breaking 90 at golf
- + have visited all 50 U.S. states & 40 countries

Some of my design work @ realestate.com.au 2006-2016

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 grew 10% with a new carousel interface and introduced a new million-dollar media product for mobile.

🔗 samweller.com.au/work/news

Property gamification app

realestate.com.au • 2016

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

🔗 samweller.com.au/work/tycoon

For sale by owner (FSBO) app

realestate.com.au • 2015

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

🔗 samweller.com.au/work/myplace

