

## Contact

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(LinkedIn)  
[www.samyelghoul.com](http://www.samyelghoul.com) (Portfolio)

## Top Skills

Product Design  
User Experience Design (UED)  
Leadership

## Languages

English (Native or Bilingual)  
Portuguese (Native or Bilingual)  
Arabic (Native or Bilingual)  
Spanish (Limited Working)

## Certifications

UX Foundations: Making the Case  
for Usability Testing  
Managing a Design System with  
Sketch  
Balancing Work and Life  
Persuasive UX: Influencing Behavior  
Patterns  
Creating a Design System with  
Sketch

## Patents

Whereabouts

# Samy El Ghoul

Let's master the matter of aging at home!  
Boca Raton

## Summary

SamyElGhoul.com | #itcoin Miner

Creative Product Designer with over 10 years of hands-on experience in UX/UI design, DSM, rapid prototyping, and know-how to combine creative and usability viewpoints resulting in world-class Web and mobile applications. Emphasis on user-centered design principles based on delivering consistent user experience and business goals. Experienced in optimizing user engagement for brands such as AffordableHousing.com, GoSection8, SilverSitters.com, MDLIVE, and iFixit. Provided a compelling user experience to improve brand loyalty, customer retention, and visit-to-order ratios.

If it's to be, it's up to me - ENTJ  
Global Entry & TSA PreCheck

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## Experience

### Silver Sitters

Chief Creative Officer (CCO)

September 2020 - Present (1 year 7 months)

Boca Raton, Florida, United States

- Overseeing staff operations, business planning, and budget development
- Leading the entire creative team by making all design decisions and setting the overall creative direction that best aligns with business objectives
- Effectively translate design concepts to other executive creative directors in order to be executed by the creative teams
- Overseeing and setting creative budgets for creative directors to follow
- Creating short & long term goals for the creative team to achieve
- Working with the Chief Executive Officer in developing cohesive and productive goals for the company and designs ways to meet them
- Directing the creative staff in effective and efficient use of design development phases

- Great in organizational management with the ability to coach and develop staff, develop high-performance teams, and set and achieve strategic objectives.

### AffordableHousing.com

#### Product Designer

October 2017 - August 2020 (2 years 11 months)

Boca Raton, FL

- Responsible for creating DSM tools that help AffordableHousing.com build, maintain and distribute design systems.
- Improving the workflow of teams, developers, and other company stakeholders
- Articulating user problems and product needs, iterating with a core team and engineering experts as well as stakeholders in research, data, support, sales, and marketing
- Responsible for managing the roadmap for our product area, refining feature ideas, and maintaining existing features to drive business goals
- GoSection8.com is an affordable-housing online solution that serves tens of millions of users nationwide. Since its inception, Gosection8 has prevented the over expenditure of over ½ a billion dollars in rent subsidies by providing a rent reasonableness tool that documents and prevents potential over-payment of rent. In addition, Go8 has helped millions of families find an affordable place to call home.
- Find a great place to live with the largest affordable housing listing service in the nation - whether you have a section 8 voucher or are just looking for a good deal. Our close relationship with hundreds of municipalities and government agencies has made it possible for us to help millions of families with their housing needs. Search GoSection8 and you'll find that we offer more affordable rental listings than any other housing website.

### MDLIVE, Inc.

#### Senior UX Designer

February 2017 - October 2017 (9 months)

Sunrise, FL

- Owned the end-to-end design of a product area including defining the interaction design, information architecture, content strategy, visual design details, and research.
- UX thought leader: Evangelize design and the consumer experience amongst the organization.

- Collaborated closely with product managers to make sure solutions meet business objectives and solve the right problems for our customers.
- Collaborated with the engineering team to work through technical feasibility and ensure design details do not get lost.
- Rapidly produced multiple concepts and prototypes: knowing when to apply pixel-perfect attention to detail, and when to make low-fi sketches and prototypes
- Prototyped iOS, Android and Website .com, Patient portal Dashboard, Provider Portal Dashboard and Customer Service Portal.

## Whereabouts, Inc.

### UI/UX Designer

February 2015 - February 2017 (2 years 1 month)

Boca Raton, Florida

- Designed UI, Wireframe and prepared prototype for developers, testing and validating ideas.
- Designed products presentation with features of the final product.
- Worked with team on design sprints to solve critical business questions through design.
- Hired, managed, and collaborated with teams locally and overseas.
- Responsible for designing presentations, product store images, product summary, storyboard, videos, and multimedia components. Designed dashboard for admins to maintain end product.
- Submitted APP built to iOS and Android store for store approval and ready for sale. Configured, deployed, and maintained the platform, managed upgrades, performed tuning, managed crawl processes.
- Whereabouts was accepted on Oct 2016 into the Bootstrap track of Facebook FBStart. As a member of the Bootstrap track, Whereabouts received up to \$40,000 in free tools and services. from Facebook and over 30 partners.

## Fixit Phone Repair

### UI/UX Designer

March 2010 - February 2015 (5 years)

Boca Raton, Florida

Created the Fixit brand, eCommerce website with appointment scheduling and shopping cart, retail design, structure of the business, services, marketing and created and built vendor relationships.

Managed online marketing, SEO, social media, online branding, content marketing and email marketing. Increased online brand awareness and sales by \$75,000.

Premier Electric, Inc  
Graphic Designer & Project Manager  
June 2008 - February 2010 (1 year 9 months)  
Greater Los Angeles Area

Successfully managed and coordinated graphic design projects from concept through completion. Created vision, conceived designs, and consistently met deadlines and requirements. Effectively build, motivate, and direct design and production teams. Coordinated freelance designers, consultants and vendors to meet all project requirements. Created and conduct highly persuasive sales and marketing presentations. Manage all operational, strategic, financial, quote/bid, staffing, and administrative functions.

**Key Achievements:**

Successfully completed client projects worth up to \$4,470,000.

Provided proposal layout and design for million-dollar corporate contracts under extremely tight deadlines.

Established trusting relationships with designers, vendors, and clients.

Geek Squad  
Geek Squad Counter Intelligence Manager  
July 2007 - February 2009 (1 year 8 months)

Geek Squad Counter Intelligence Agents worked in a fast paced retail environment performing computer-related installations and technical support. Provided the initial contact with customers, checks in product, and runs basic tests to determine product needs and service solutions. Facilitated the complete solution of product sales, upgrades, installations and service in the store, Personified and uphold the Geek Squad service standards.

Troubleshooter Operating Systems and Internet connection issues

Knowledge of computer hardware diagnostic and troubleshooting

Software installations and upgrading

Install / troubleshoot all computer-related devices (video, sound, modem, printer, scanner, camera, and etc).

- Virus & Spyware Removal
- Security and Performance
- Wireless Networking
- Computer Tune-Up
- Computer Set-up
- Email
- Printer Help

- Backup
- Data Recovery
- Software Install
- Hardware Install
- Technology Consultation Training
- Computer Hardware Repair

## FedEx Office

### Center Lead Project Coordinator

February 2006 - June 2007 (1 year 5 months)

Managed, monitoring and facilitating all production processes, including the tracking, pick-up and delivery, and quality check process. Direct and coordinate business accessories (business cards, Flyers, Banners, design Logos)

- Track and log all production jobs
- Responsible for ensuring quality during and after production process
- Ensured communication among shifts
- Coordinated pick-up and delivery of customer orders and may pick up and deliver customer orders personally
- Provided leadership to team members on an assigned shift
- Provided customer service, including anticipating customer needs, suggesting alternatives and problem solving, and is able to satisfy those needs with a minimum amount of supervision
- Took customer orders, giving pricing information, performs consultative selling to customers, and explains the benefits of digital printing technology to customers
- Assisted in the training of center team members
- Collated, sorts and organizes customer orders
- Operated the Point of Sale terminal (POS), handles money and makes change.
- Followed instructions of supervisors and assists other team members in performing center function
- Copying Machines
- Laser Machines
- Binding books
- Business cards
- Print and cut
- Shipping supplies
- Laminating

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## Education

Florida Atlantic University

MCITP, ENTERPRISE ADMINISTRATOR

Florida Atlantic University

PMP, Executive in Project Management Professional

Palm Beach State College

Business Administrator