Pavel Samsonov

pavelsamsonov.com

412-444-8409
pavel@pavelsamsonov.com

EXPERIENCE

Lead UX Designer – Amazon Web Services
03/2020—01/2025

Technical Business Development III; Digital Innovation & Transformation Programs

Established and led UX practice with 9 specialists supporting 1000+ consultants. Spearheaded engagement with executive stakeholders of AWS customers to identify strategic opportunities and design impactful MVPs leveraging Amazon cloud technologies.

Led teams on 0-to-1 projects (from initial user research & value case definition to UI design, interactive prototype development in HTML/CSS/JS, user testing, and roadmapping) to deliver orders-of-magnitude impact on measurable business outcomes:

- GenAI: Automated 75% of support requests, reduced IT requests by 40%, and reduced development time for new apps from 3+ months to minutes.
- Insurance: Doubled conversion rates by creating clarity around compliance and confidence in decisions; reduced supplemental insurance customer churn by 25%.
- Health Care: Improved response time to adverse events by 20x; reduced delays in clinical trials by 18% through dashboards, alerting, and data governance.

Increased user-centered design maturity of the organization through advocacy and pilot programs, transitioning from output-driven development to outcome goals measured via leading indicators attributable to the impact of UX design work.

Created and presented detailed research insights and product pitches to C-suite stakeholders, resulting in 9.8/10 average CSAT and $100M+ approved funding for build phases across projects.

Product Manager for UX – Bloomberg
05/2017—02/2020

Product Management Prof.; Fintech Data Governance and Developer Experience

Led 2 UX designers and 15 developers across two Agile teams, halving the duration of our build-measure-learn feedback cycles.

Designed and shipped self-service discovery and purchase user flows supporting $1B ARR business. Accelerated time-to-revenue by 75%, reduced customer support queries by 90%, and reduced failed data requests by 60% through eliminating the need for IT projects and training before Bloomberg Data customers could use their data.

Led design system creation in collaboration with designers, developers, and business stakeholders across business units. Achieved 100% ADA compliance across Bloomberg Enterprise products.

Increased the frequency of value delivery from quarterly to sprint-by-sprint through limiting work-in-progress, more flexible planning cycles, and risk management strategies. Reduced technical debt through improved planning & collaboration with QA teams.

UX Designer – Workfusion
10/2014—03/2017

UX Designer; Machine Learning & Automation

Led 2 junior UI designers in design system creation, improving complex task success rate by 20% due to consistency across platform.

Applied Lean UX to run research, design, and development of proof-of-concept projects for B2E use cases within 1-week timeboxes.

Designed & implemented a design & user testing process for CICD development process that reached 6,000 daily participants.

Improved the speed of data extraction 5x through designing new interaction techniques.

Improved the speed with which chat agents resolved queries from 5+ minutes to under 10 seconds.

Tripled delivery frequency and reduced overall development time by 50% through improving cross-functional collaboration.

UI Designer
2011—2013

The Ubi, 2013; BSM Wireless, 2012; York University, 2011

EDUCATION

Carnegie Mellon University *Master of Human-Computer Interaction* ♦ *2013-2014*
York University and Sheridan College (joint program) *Bachelor of Design* ♦ *2009-2013*

SKILL HIGHLIGHTS

Research Methods: *Qualitative & quantitative research; Affinity diagramming, flow & sequence modeling; User personas and scenarios; Cognitive walkthroughs, heuristic evaluation, domain & analogous domain research; Competitive analysis.*

Design Techniques: *UI design from sketching and wireframing to implementation; Lo-fi and hi-fi prototyping in Figma, HTML/CSS/Javascript; Workshop design & facilitation, leading critique and review sessions for design in-person or through whiteboarding tools; Design system creation and usage; Conceptual modeling, information architecture, content design and UX writing.*

Product & Leadership: *End-to-end product ownership in Agile & Lean environments; Establishing team OKRs based on business & customer outcomes; Articulating requirements; User story mapping and MVP scoping; Backlog management; Facilitating cross-functional and cross-silo collaboration; Stakeholder alignment & management; Establishing shared design principles, standards, terminology, and documentation; Effective delegation & improving team autonomy.*