

SAMEH ELSOKKARY

UX Designer & Researcher

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SUMMARY

UX Designer & Researcher who has delivered end-to-end research and design projects for three live product companies — from research planning, B2B participant recruitment, and user interviews through synthesis, personas, journey maps, wireframes, interactive Figma prototypes, and developer handoff. Inventor and product owner of CapMagic, a company-funded internal software suite at Philips for which I identify user problems, design the UX, and direct development. Backed by 15+ years translating business needs into software in healthcare technology: stakeholder interviews, requirements elicitation, workflow analysis, UAT, and executive presentations across multinational clients — a rare combination of user-centered design craft and commercial acumen.

UX DESIGN & RESEARCH EXPERIENCE

UX Designer (Advanced Prototyping) — My 1Health

March 2026 – June 2026

Client project via Harness Projects (mentored, real client) · Health-tech platform connecting patients to global care

- Designed the end-to-end referral partner booking workflow for a medical travel platform, progressing from sketches to wireframes to a fully interactive, role-switching Figma prototype with 2 distinct user flows (referral partner and internal agent views).
- Produced a synthesis document with personas and user journey maps that went beyond the client brief, incorporating answers elicited directly from the client through structured follow-up questions.
- Authored a developer handoff document specifying page structure, component behaviour, and interaction states for engineering implementation.
- Presented the design rationale and prototype walkthrough to the company CEO/founder; mentor assessed the work as among the most thorough and strategically grounded in the cohort.

UX Researcher (Advanced Research) — ivygo

December 2025 – March 2026

Client project via Harness Projects (mentored, real client) · EV-charging marketplace app, Australia

- Planned and executed qualitative B2B research into why small hospitality businesses fail to monetise installed EV chargers, covering research design, screening, and cold-call phone recruitment of business owners.
- Conducted in-depth interviews with business owners (motel and hospitality venue operators) and synthesised findings with cohort data from 7 researchers into a strategic research report.
- Developed an original 3-tier segmentation of host monetisation readiness (Demand Skeptics, Hospitality Enhancers, Strategic Energy Investors), reframing monetisation as a readiness spectrum rather than a binary decision — highlighted by the mentor as a strong, original insight.
- Delivered evidence-based product recommendations (flexible pricing, host dashboards, loyalty features) to the founder/CEO, each tied to observed host and driver needs.

UX Designer & Researcher (UX Fundamentals) — Ketch-Up

September 2025 – February 2026

Client project via Harness Projects (mentored, real client) · Community platform tackling social isolation among women

- Wrote the interview script and conducted collaborative user interviews to understand barriers to trust and event sign-up friction, then presented research findings to the client using a what / so-what / now-what structure.
- Built competitive analysis, persona, and customer journey map including design implications, emotional drivers, and accessibility and inclusivity considerations — an addition the mentor called novel and highly useful for the client.
- Designed the site map, navigation, sketches, and a Figma prototype covering 4 key screens (homepage, event listing, event details, checkout), tying every design decision back to user research.
- Presented the full design-thinking process to the founder/CEO, receiving positive client feedback on the research-led approach and answering conversion-versus-trust questions live.

PROFESSIONAL EXPERIENCE

Product Owner & Designer — CapMagic (internal product venture, Philips Healthcare)

2018 – Present

Self-initiated, company-funded software suite I invented, still own, and lead within Philips

- Identified operational pain points in presales and implementation workflows, then invented CapMagic — designing the product concept, UI/UX, and prototypes myself and directing a dedicated developer who reports to me to build the apps.
- Shipped 3 major product generations: a presales site-assessment desktop app (2018), a medical device integration cloud SaaS (2019) now used by Epic, InterSystems, and hospital clients, and a licence-utilisation auditing module (2020) that reduced multi-file server analysis from hours of manual work to seconds.

- Secured company funding by presenting V1 at the global sales meeting in San Diego and V2 in Paris; rated Exceed overall and the team's top performer in Innovation in the annual review.
- Continue to deliver business apps that automate team operations and raise productivity, translating observed user problems into shipped internal products.

Senior Technical Project Manager — Philips Healthcare (Australia)

2018 – Present

Medical device connectivity solutions · Australia, UAE, KSA, South Africa (based in Melbourne)

- Led collection, analysis, and documentation of client business requirements for hospital-wide medical device connectivity deployments, aligning business and technical stakeholders on discrepancies and expectations.
- Managed the Royal Melbourne Hospital EMR device-connectivity program plus Royal Women's Hospital and Peter MacCallum Cancer Centre go-lives — 3 Melbourne Health hospitals delivered remotely across a 7-hour time-zone gap, with public client praise on completion.
- Directed medical device connectivity execution for a 54-hospital Netcare group in South Africa and led an \$8M USD healthcare technology program across Saudi Arabia.
- Ran client design sessions and site assessments to improve clinical workflows, translating business rules into software solution specifications for development teams, and designed role-based training for clinical super-users across 4 countries.

Manager, Product Implementation & Service (MEA) — CareFusion (a BD company)

2012 – 2018

Fortune-ranked medical technology company · Middle East & Africa region

- Documented extensive use cases for proposed administrative software, conducted UAT, logged defects in a QA tracking tool, and specified requirement changes — achieving zero defects in production for delivered test scripts.
- Captured user stories and voice-of-customer input to control new product releases across the MEA region, feeding user requirements and enhancement requests into global product teams.
- Managed and mentored multi-functional teams (system analysts, field service engineers, integration engineers) and developed 7 distributor partners across 6 countries.

Healthcare Systems Project Manager — metaSOFT International

2010 – 2012

Healthcare software (EHR, LIS/RIS, hospital ERP) · KSA

- Elicited and documented software requirements from physicians, nurses, and administrators; created workflow documents and business analysis for the development team.
- Trained full hospital staff across clinical and administrative roles, and coached the analysis team to uncover root user needs by asking the right questions of the right people.

Founder — SarahSale.com (bootstrapped e-commerce venture, Dubai)

- Built and ran a Shopify store end-to-end — product selection, storefront design, checkout flow, and marketing — reaching 7-figure AED revenue, 7,177+ orders, 5,777 buyers, and a 13.5% repeat-purchase rate on a \$5–10/day ad budget.

Earlier roles — Head of IT Infrastructure, Retaj (Qatar); Branch IT Manager, Procter & Gamble (Egypt) 2005 – 2010

- Managed enterprise systems and 20+ production servers; developed analytical OLAP reports; delivered application training and process-automation initiatives that reduced manual work across branches.

SKILLS & TOOLS

Research: user interviews · stakeholder interviews · research planning · participant recruitment & screening · qualitative synthesis & thematic analysis · competitive analysis · usability evaluation · voice of customer · UAT

Design: Figma (wireframing, components, interactive prototyping) · personas · customer journey mapping · information architecture & site mapping · user flows · sketching · accessibility & inclusive design · developer handoff documentation

Product & Delivery: product ownership · design thinking · agile collaboration · workshop & design-session facilitation · executive presentations · project management (PMP-certified) · healthcare workflows & HL7 integration · e-commerce (Shopify)

EDUCATION & CERTIFICATIONS

UX Certifications — Harness Projects (Australia)

2025 – 2026

- Advanced Prototyping (My 1Health) · Advanced UX Research (ivygo) · UX Fundamentals (Ketch-Up) — each certified by the client company's founder/CEO.

Project Management Professional (PMP) — PMI

Bachelor of Law — University of Tanta, Egypt

2004