



Sam Tulaimat.

Skills

Research Mastery

- Quantitative Research
(Surveys / Questionnaires, analytical /behavioural data, A/B testing, benchmark analysis & heat maps / interaction tracking)
- Qualitative Research
(User interviews, Usability testing, focus groups, concept-testing)
- Research analysis

UX & Interaction Design

- Information Architecture
- Complex flows and user journeys
- Accessibility
- Design systems thinking
- Prototyping & testing

Product & Business Thinking

- Aligning UX with product strategy
- Stakeholder management
- Balance business, user needs & technical constraints

Mentorship & Strategic thinking

- Leading projects end-to-end
- Setting research or design direction
- Advocating for users at the organizational level
- Identifying root problems (not just symptoms)



Date of birth

01 - 01 - 1999



Location based

Amsterdam, The Netherlands



Phone

+31 626 800 260



Portfolio

Samtulaimat.com



Email

Tulaimatsam@gmail.com



LinkedIn

[Samtulaimat](https://www.linkedin.com/in/Samtulaimat)

In my role, I lead UX & UI Design process by creating user centered wireframes, prototypes, flows and visual designs. I translate business requirements, user research, and UX best practices into intuitive, elegant interfaces while ensuring alignment with our design system. I work closely with front-end developers to validate technical feasibility, support high quality implementation, and advocate for accessible (WCAG-compliant), responsive, and inclusive design across all products.

I provide design leadership within agile teams guiding design decisions, aligning stakeholders, and collaborating with Product Owners on user stories, acceptance criteria, and product vision. Through information architecture, I maintain coherence between design intent and system architecture, while coaching teams on design thinking, tools, and best practices.

I am an analytical UX professional who translates complex processes into clear, user-friendly solutions. I work closely with stakeholders, facilitate workshops, and make smart use of tools such as AI to make an impact, with the ambition to continuously develop yourself and others. I dive deep into my client's world, understand their interests, and collaborate as an equal partner with stakeholders, developers, and users.

Work experience

UX/UI designer & researcher

Vrije Universiteit Amsterdam

December 2022 - Present / Amsterdam

6

I focused on leading research within the organization to create digital products (Websites, applications & webapplications). My responsibilities included:

- Conducting quantitative research to gain behavioural insights & trends.
- Conducting qualitative research searching for pain-points & diagnostic insights .
- Analyzing research and translating into tasks.
- Mapping information architecture.
- Creating wireframes, designs, flows, personas.
- Leading workshops with stakeholders.

Communication & Influence

- Presenting research insights
- Facilitating workshops

Tools & Technical Fluency

- Design tools (Figma)
- Research tools (Qualtrics)
- Analytical (GA, CrazyEgg)
- Operational (Jira, Confluence, CMS systems)
- AI (Wrap, Figma AI, Figma make, Uizard)

Education

- **Bachelor diploma**
Utrecht University of Applied Sciences / The Netherlands / 2023
- **High school diploma**
El Tarbia Wal Islah / Lebanon / 2017

Certifications

- **Accessibility Training**
- **Google UX Design Professional**
- **SEO & SEA website optimization**
- **Solidity Programming Language**
- **Blender 3D rendering & Animation**
- **Cryptocurrency trading**
- **Python Programming**

Languages

- **Arabic** C2 (Native speaker)
- **English** C1
- **Dutch** B2
- **French** A1

UX Designer intern

Vrije Universiteit Amsterdam

July 2022 - December 2022 / Amsterdam

5

- Holding feedback sessions with stakeholders, developers & PO's.
- Testing prototypes & apply changes based on feedback.
- Creating a scalable & reusable design system.

As an intern, I paved my way to kicking off my career as a UX designer. I was responsible for flows, sketching & designing a new pre-students dashboard. Supporting them in the orientation phase.

Online Marketer

Wizzards Online Marketing

August 2021 - July 2022 / Online

4

I worked with clients providing SEO, SEA & GA analysis to further boost their engagement & conversion rates. I understood in this job that change requires patience and seeing things as a marathon, not a sprint.

Waiter & Bartender

Hotel Jakarta / Westcord

July 2019 - July 2019 / Amsterdam

3

I worked as a waiter, a runner & a bartender. Dug into the world of hospitality and the Indonesian cuisine.

Sales Assistant

Smarttech / Bijenkorf

November 2018 - December 2018 / Utrecht

2

With the team, I aimed towards launch a tech brand and compete with big cities rates such as Amsterdam & Den Haag.

Barista

De Boshalte Cafe

2017 - 2020 / Amsterdam

1

Made coffee & enjoyed having chaotic days full of joy. Learned what good coffee is and how to be nice to people.