Luis Samaniego

Product Designer

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Product designer focused on early-stage consumer experiences and the operational systems behind them.

SELECTED EXPERIENCE

Ami
Nov 2023 - Present

Founding Product Designer

- Contributed to an early-stage social product focused on real-world connections.

Yaysay (now Astrid)
Jan 2023 - Dec 2023

Founding Designer

- Product design work on the app during its Yaysay chapter, before it became Astrid.

Batch
Dec 2020 - Dec 2022

Founding Designer

- Helped launch a mobile commerce product connecting physical product discovery to a mobile purchasing experience.

Citizen
Jan 2015 - Jan 2020

Co-Founder & Design Lead

- Sole designer for the first three years, shaping the consumer app and visual direction in close partnership with the founder.
- Designed internal operations tools to organize audio from dozens of police radio channels for rapid review and transcription.
- Conducted user interviews, created digital and physical marketing materials, supported hiring, and explored an enterprise product.

CAPABILITIES

Consumer product design / Internal tools / User interviews / Visual direction / Early identity / Launch materials