

Samir Zahran (he/him)

Detail-oriented programmer based in Brooklyn, NY with over a decade of experience in web development, creative coding and product design. I love to prototype early and often to test ideas and help designers explore what's possible. My background in design has given me a keen eye and I sweat the details when bringing designs to life through code.

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Work Experience

📌 Instrument

Associate Technical Director

2019–2024

- Managed development teams
- Planned and scoped upcoming projects
- Communicated complex technical ideas to teammates and client partners
- Created or helped facilitate rapid prototypes to validate and explore technical solutions
- Ran workshops and work-shares internally
- Mentored developers in their career growth
- Launched Microsoft Unlocked and multiple immersive components and updates post-launch

📌 This Also

Development Lead

2017–2019

- Worked on native and web front-end development projects
- Helped pitch and win work
- Contributed to the studio's Medium page by writing two technically-oriented articles
- Lead the ongoing development and maintenance of multiple versions of the studio website
- Rapidly explored and learned new skills on the job such as Swift development, ARKit, building command-line utilities and creating JavaScript libraries
- Launched OOO, an iOS app developed in-house which was featured in the App Store
- Launched an iMessage sticker pack called Real NYC which was featured in a TV spot by Apple

Senior Product Designer

2014–2017

- Worked on design, development and illustration for client projects
- Created proof-of-concept prototypes for project work
- Contributed to the development of the studio's website
- Collaborated with Google Creative Lab on numerous vision projects
- Prototyped interaction ideas for Xbox in the browser using WebGL and the Gamepad API

📌 Huge

Senior Product Designer / Product Designer

2011–2014

- Created high-fidelity wireframes and visual design concepts for client projects
- Produced interactive prototypes using web technologies
- Produced artifacts for user-testing sessions

Education

- 📌 Winthrop University
BFA, Visual Communication (Graphic Design) 2005–2010

Notable Work

- 📌 Microsoft Unlocked
Unlocked is an editorial platform where Microsoft shares stories of technology intersecting with humanity. I lead the initial effort to build and launch the site, which consisted of light templates and extensive, composable components. I continued to work on custom components and functionality for 2 years after launch including one-offs such as an audio-visual WebGL module which used custom GLSL shaders.
→ <https://unlocked.microsoft.com/>
- 📌 OOO
OOO was a playful video camera app for iOS that combined meme-worthy music tracks with playful ways to control zoom (like using the iPhone's 3D Touch). It was an in-house project by *This Also* and was featured by Apple in the iOS App Store. It preceded similar functionality in other social sharing apps.
- 📌 Daily Generative Art
For a little over a year and a half I created and shared one Processing sketch each day. This was a personal project to test and stretch my creative coding skills and learn to let go of perfectionism while embracing a fluid exploration process. Through this I was able to explore interesting mathematical concepts; artistic concepts such as color, form and repetition; and new areas of development like Java and GPU shaders.
→ <https://samiare.net/daily>