

Samir Zahran (he/him)

Senior frontend engineer with 15+ years of experience building high-quality web experiences, design systems, and reusable component architectures. I specialize in partnering with designers to rapidly prototype ideas, validate solutions, and evolve them into scalable products teams can maintain independently.

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My background working in agencies has made me comfortable switching contexts quickly while maintaining momentum. As a former product designer I have a deep understanding of design and interaction which helps me bridge the gap between design intent and functional product.

How I Work

- Prototype, experiment, test and validate
- Translate ideas into interactive artifacts to drive alignment
- Leverage AI to accelerate execution and unblock workflows without sacrificing human judgement
- Focus on interaction details, performance, accessibility, reusability and scalability

Work Experience

Freelance

Sr FE Developer & Creative Technologist

2024–present

- Built websites and interactive experiences with React, WordPress, SCSS, and modern JavaScript
- Built reusable frontend patterns that enabled clients to expand sites without engineering support
- Worked directly with designers and stakeholders to define technical solutions under tight timelines

Instrument

Sr Developer (Associate Technical Director)

2019–2024

- Built scalable frontend systems and reusable component architectures for websites such as Microsoft Unlocked, BankBlackUSA, and Cortica
- Partnered with designers, strategists, and stakeholders to establish frontend patterns, validate technical approaches, and translate ambiguous ideas into shippable products
- Delivered production-quality experiences while balancing fast iteration with long-term maintainability
- Worked across multiple client teams simultaneously, rapidly switching priorities and contexts
- Mentored engineers and helped establish engineering best practices

This Also

Sr Product Designer / Development Lead

2014–2019

- Quickly learned new technologies—including Swift, ARKit, WebGL, and internal tooling—to solve evolving product needs and prototype new interaction models
- Contributed technically-oriented articles to the studio's Medium page
- Led the ongoing development and maintenance of multiple iterations of the studio website

- Shipped native iOS products like OOO, an iOS app developed in-house which was featured in the App Store, and Real NYC, an iMessage sticker pack which was featured in a TV spot by Apple
- Created proof-of-concept prototypes for project work
- Collaborated with Google Creative Lab on 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

→ <https://unlocked.microsoft.com/>

→ <https://samiare.net/work/unlocked/>

Turning an editorial vision into a scalable, living platform

I built and helped define the frontend architecture of Microsoft Unlocked, translating an evolving editorial vision into a flexible system of composable components that allowed editors to assemble rich pages without engineering involvement.

After launch, I continued extending the platform for multiple years with new components, both reusable and bespoke, including an experimental WebGL module powered by GLSL shaders, all while maintaining consistency across the platform.

Impact

- Enabled fast iteration through a modular component system
- Helped stakeholders make decisions early via working prototypes
- Delivered a platform that supports ongoing storytelling and experimentation

OOO

→ <https://samiare.net/work/ooo/>

Exploring playful interaction in a native camera experience

OOO was an in-house iOS app designed to explore how interaction, sound, and motion could transform a simple recording experience into something more engaging and shareable.

I worked across both design and development, helping shape the product from early concept through launch. To quickly explore ideas, I built a series of interactive prototypes in Swift, testing

different approaches to zoom, gesture controls, and audio-driven interactions, including pressure-sensitive inputs (3D Touch) to control zoom dynamically.

The app was eventually featured by Apple on the App Store, highlighting its unique approach to interaction and video creation.

Impact

- Transformed abstract interaction ideas into working prototypes that guided product direction
- Helped define a distinctive interaction model through rapid iteration in native code
- Delivered a polished, expressive experience that was recognized and featured by Apple

Daily Generative Art

→ <https://samiare.net/daily>

Building a daily practice to explore systems, motion, and creative coding

Daily Generative Art was a long-running personal project where I designed and built a new generative sketch every day for over a year and a half.

The goal was to create a consistent space for experimentation using code to explore ideas around form, color, motion, and repetition without the constraints of client work or production requirements. Over time, the project became a way to deepen my understanding of systems thinking and mathematical concepts, while also improving my ability to prototype ideas quickly and let go of perfectionism in favor of exploration.

This daily cadence reinforced an instinct to build first and evaluate through output—an approach that directly informs how I work on product teams today.

Impact

- Developed a rapid, iterative approach to prototyping through daily practice
- Strengthened intuition for systems, motion, and interaction design
- Built a large body of exploratory work that continues to inform product and interaction thinking

Tools & Technologies

JavaScript (ES6+), React, SCSS, WebGL, GLSL, Swift (UIKit), Processing (Java), WordPress, PHP, Figma, Creative Suite