

Samuela Musasa

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SUMMARY

Biotechnology graduate with hands-on experience in user-centered product development, AI-driven health applications, and data-driven design decisions. Passionate about creating inclusive digital experiences that solve real-world problems. Proven track record of leading cross-functional projects and translating complex technical concepts into user-friendly solutions.

EXPERIENCE

Founder & Product Lead

April 2024 – Present

Drypyr

- **User Research & Product Strategy:** Leading end-to-end product development for iOS fashion app, conducting user interviews and usability testing to inform design decisions
- **AI-Powered User Experience:** Designing and implementing outfit recommendation system using OpenAI embeddings and Google Cloud Vision, focusing on personalized user journeys
- **Cross-Platform Integration:** Architecting seamless user flows that integrate scraped fashion data and affiliate feeds into intuitive, native iOS interfaces
- **Iterative Design Process:** Employing agile methodology with continuous user feedback loops to refine product features and improve user satisfaction

Research Assistant

Aug. 2023 – Jul. 2024

CHANGE Lab, University of Kentucky College of Nursing

Lexington, KY

- **Health Communication Design:** Developed Facebook messaging intervention for HPV vaccination promotion, focusing on clear information architecture and persuasive design
- **Evidence-Based UX:** Created user engagement strategies for cervical cancer screening app, resulting in 47% increase in patient sign-ups
- **Stakeholder Collaboration:** Worked closely with healthcare professionals to translate medical requirements into user-friendly digital experiences
- **Project Coordination:** Managed multiple health-focused design projects, ensuring alignment between user needs and clinical objectives

AI in Medicine Fellow

May 2022 – May 2023

University of Kentucky Institute of Bioinformatics

Kentucky

- **User-Centered Healthcare Design:** Led development of remote glucose monitoring system, conducting extensive user research with diabetic patients to understand pain points and workflow needs
- **Conversational UI Design:** Built and deployed Rasa-based chatbot for menopause symptom tracking, focusing on empathetic interaction design and accessible user interfaces
- **Data Visualization & Insights:** Created intuitive dashboards using Python and R to help doctors interpret complex pathology data, improving clinical decision-making workflows
- **Predictive UX:** Developed Azure-based migraine prediction algorithm with focus on clear, actionable user notifications and anxiety-reducing interface design
- **Cross-Functional Leadership:** Collaborated with medical professionals, researchers, and technical teams to ensure solutions met both user needs and clinical standards

Logistics Coordinator

Aug. 2022 – May 2023

Wild Health

- **Customer Journey Optimization:** Generated 12–18 qualified leads weekly (20% above target) through systematic analysis of customer touchpoints and pain points
- **Stakeholder-Centered Communication:** Refined messaging strategies for diverse user groups (clinicians, administrators, patients) by conducting informal user interviews and feedback sessions
- **Process Improvement:** Developed and implemented prioritization framework that increased conversion rates through better understanding of user motivations and barriers
- **User Empathy in High-Pressure Environments:** Maintained focus on user needs while meeting aggressive business targets through active listening and customer-centric approach

LEADERSHIP & COMMUNITY IMPACT

Community Liaison <i>Redeemed Church Young Adults</i> <ul style="list-style-type: none">Community-Centered Design: Planned and executed outreach programs that increased weekly attendance by 78% and hosted events by 51%User Feedback Integration: Acted as bridge between leadership and community members, facilitating two-way communication to improve program effectivenessInclusive Experience Design: Developed engagement strategies that fostered participation across diverse community demographics	Aug. 2022 – May 2024
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TECHNICAL SKILLS

Design & Research: User Research, Usability Testing, Information Architecture, Interaction Design, Prototyping Programming: Python, R, SQL, JavaScript, HTML, CSS, Swift, SwiftUI Tools & Platforms: Git, Visual Studio Code, Rasa Framework, Google Cloud Vision, OpenAI APIs, Figma, Adobe XD Data & Analytics: Data Visualization, A/B Testing, Statistical Analysis, User Behavior Analytics Cloud & Certifications: AWS Certified Cloud Practitioner, AWS CloudUp for Her Languages: English (Native), French, Swahili, Lingala

KEY PROJECTS & ACHIEVEMENTS

Healthcare UX Innovation: Designed multiple user-centered health applications resulting in measurable improvements in patient engagement and clinical outcomes
AI-Human Interface Design: Successfully integrated complex AI technologies into intuitive user experiences across mobile and web platforms
Cross-Cultural Design: Multilingual capabilities enabling inclusive design for diverse global user bases
Performance-Driven Results: Consistently exceeded user engagement and business metrics across multiple projects and roles