

Luke Caish-Sadlek

Product & Experience Design Director

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Professional Profile

- Director-level designer and creative leader with over 12 years of experience as an problem-solver with keen ability to solve conceptual, visual and technological issues and briefs
- Strong interpersonal, written, and verbal communicator who can build strong relationships, deliver effective presentations, as well as lead and inspire teams to create amazing experiences
- Ability to define, design, and implement successful digital experiences, products and services with a keen ability to push the boundaries and deliver what is needed, not requested
- Experience working in high-pressure projects for some of Germany and Australia's largest companies.

Areas of Expertise

- User-centred strategic thinking
- Ethnographic research & user testing
- Creative concepting
- Experience & interaction design
- UX/UI for responsive web, app & spacial
- Lead presentations and meetings
- Mentor, inspire and develop talented designers
- Clear communication skills
- Manage multiple projects & coordinate resources.

Notable Clients



Education

2008–2010

Bachelor of Communication Design
at Swinburne University, Australia

2007

Certificate IV in Design
at Swinburne TAFE, Australia

Professional Experience

Oct 2021 – Current

Experience Design Director, R/GA

Digital agency focusing on strategy, branding, experience, product, and technology

Product & experience design capability lead for the Berlin office. Led multi-disciplinary teams, structured narratives for client presentations, defined business & user needs, creation of experience concepts & principles, created design systems, provided leadership, training and mentorship to team members.

Jan 2018 – Sep 2021

UX/UI Director, Wunderman Thompson (formerly KKLD*)

Digital advertising agency, part of the Wunderman Thompson network

Worked as part of a multidisciplinary and international team leading the creation of engaging interactive experiences and solutions. Daily activities included leading the UX/UI team, translating user needs to solutions and ensuring excellent quality of all deliverables using user-centered design principles.

Nov 2013 – Jun 2017

Senior Interaction Designer (UX/UI), Prime Motive

User experience and digital product studio

Responsible for the creation, concept and execution of digital projects for some of Australia's largest companies. Creative ideation and execution for websites, apps and learning/teaching platforms.

Nov 2010 – Jun 2013

Senior Graphic Designer, Studio Equator

Multi-disciplinary creative studio

Created conceptual design outcomes for small to medium companies, specifically branding, website & interior graphics retail and hospitality.

Skills

- **Strategy & research:** Brief & problem definition, user needs research, journey mapping & more
- **Whiteboarding & design:** MIRO, Figma, Sketch, Adobe (XD, Photoshop, Illustrator, InDesign, AfterEffects)
- **Prototyping:** Figma, Principle App, ProtoPie
- **Product management:** JIRA, Trello, Confluence
- **Technology:** Strong knowledge of HTML, CSS and JS. Working knowledge of AI & mixed reality
- **Emerging technology:** Keen interest in emerging trends such as Voice, Web3.0, Metaverse, Crypto
- **Languages:** English (native), German (B1 level).

References

Available on request.