

# Luke Caish-Sadlek

## UX/UI Director & Experience Designer

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### Professional Profile

- Director-level designer and creative leader with over 10 years of experience in digital, acting as a problem-solver with keen ability to solve conceptual, visual and technological issues and briefs
- Strong interpersonal, written, and verbal communicator who can build client relationships, deliver effective presentations and lead and inspire teams to create amazing experiences
- Ability to define, design and implement highly successful digital experiences, products and services with a keen ability to surpass expectations and deliver beyond brief
- Experience working in high-pressure projects for some of Australia and Germany's largest companies.

### Areas of Expertise

- Define experience & interaction design
- Creative concepting
- UX/UI for responsive web, app, AR/VR
- Ethnographic research, including user testing
- Lead pitch presentations and client meetings
- Mentor, inspire and develop talented designers
- Clear communication skills
- Manage multiple projects & coordinate resources
- User-centred strategic thinking in either agile or waterfall environments.

### Notable Clients



Beiersdorf



DAIMLER



#### Australian clients:

- Telstra: Australia's largest telecom & entertainment provider
- RMIT University: Melbourne's largest tertiary education provider
- CGU Insurance: Australia's largest SME and B2B insurance company
- Westpac Bank: one of the big four banks in Australia
- Medibank Private: Australia's largest private health insurer

## Professional Experience

Jan 2018 – Present

### **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.

- Eucerin: Relaunch of multiple digital experiences including global website platform used in 50+ countries
- Bayer: Multiple consumer & HCP websites, with personalised content via Drupal and Acquia Lift

Nov 2013 – June 2017

### **Senior Art Director Digital, 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. Led the creative ideation and execution throughout the digital process of large scale websites, apps and learning/quote platforms.

- RMIT University: Developed digital re-branding and websites including corporate website, microsites, marketing platforms and email campaigns
- CGU Insurance: Creation of digital re-brand, marketing communications and insurance systems including: quote platforms, customer self service and partner brand management

July 2013 – Oct 2013

### **Digital Designer (Contract), Tribal DDB**

Part of DDB Worldwide, digital design agency

Contract designer for the Telstra and Westpac accounts. Worked as part of the digital team creating large-scale interactive experiences that pushed the boundaries of in-store digital communications.

- Telstra: Part of the team delivering 9 unique experiences for Telstra's 'Store of the Future'. These included: tap and take NFC cards, large interactive media walls, large digital touchscreen tables and tablets for product information and discovery

Nov 2010 – June 2013

### **Designer / Senior Designer, Studio Equator**

Multi-disciplinary creative studio

Created conceptual design outcomes for small to medium companies, specifically branding and identity for retail and hospitality startups. Projects included corporate identities, marketing collateral, publications, packaging, interior and exterior graphics, illustrations and websites.

- Medibank Private: Facebook apps, lifestyle magazine design and customer communications
- Branding and websites for a large range of hospitality and retail start-ups including: The Railway Windsor, G-Lux, Bluetrain & Omniblend.

## Education

2008–2010

### **Bachelor of Design (Communication Design)**

Swinburne University, Australia

2007

### **Certificate IV in Design**

Swinburne TAFE, Australia

## Skills

### **Enthographic Research**

### **Software**

- MIRO, Sketch, Figma, Adobe CC (XD, Illustrator, Photoshop, InDesign), InVision
- Principle App (Motion Prototyping), Zeplin (Dev Handover), Torch AR (Prototyping), Spark AR (Instagram)

### **Technology**

- Strong knowledge of HTML, CSS and JS
- Working knowledge of AR/VR
- Keen interest in emerging trends such as Voice, AI & Machine Learning

### **Languages**

- English (native)
- German (A2 level)

## References

Contact details available on request:

### **Valentin Edreia**

Co-owner & Solutions Director,  
Prime Motive

### **Patrizia Kommerel**

Creative Director (Branding & Design),  
Wunderman Thompson

### **Brendan Michael**

Co-owner & Operations Director,  
Prime Motive