

# Luke Caish-Sadlek

## Product designer & creative leader

+49 151 2893 3608 | [luke@calek.co](mailto:luke@calek.co) | [www.calek.co](http://www.calek.co)

## Professional profile

- 15 years of experience in user-centered design, experienced leading teams and working hands-on to identify customer needs, concept new solutions, and deliver products and experiences from initial insight to growth
- Strong interpersonal, written, and verbal skills, adept at building meaningful relationships, delivering compelling presentations, and leading teams to create transformative products and services
- Proven track record in defining, designing, and implementing successful digital products, services, and experiences with a keen interest in working with and inspiring diverse teams to achieve strategic goals
- Experience working in high-pressure, fast-paced environments for some of Europe's largest companies.

## Experience

Oct 2021 – Ongoing

### **Experience Design Director, R/GA**

Digital innovation agency working at the intersection of strategy, brand, product, and technology

Product and experience design capability lead for the Berlin office — leading multi-disciplinary teams from research to launch, including: strategic foundations, defining business and user needs, creation of product experience visions & design principles, delivering flexible design systems, structuring narratives for client presentations, exploring and implementing AI workflows, providing leadership, training, and mentorship to team members.

Jan 2018 – Sep 2021

### **UX/UI Director, Wunderman Thompson (formerly KKLD\*, currently VML)**

Digital communications agency, part of the Wunderman Thompson network

Worked as project lead of a multidisciplinary and international team, leading the creation of engaging interactive experiences and solutions. Daily activities included managing 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 Designer, Studio Equator**

Multi-disciplinary creative studio

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

# Education

2008–2010

**Bachelor of Communication Design**  
at Swinburne University, Australia

2007

**Certificate IV in Design**  
at Swinburne TAFE, Australia

## Areas of expertise

- User-centred strategic thinking
- User research & user testing
- Creative conceiving
- Experience & interaction design
- UX/UI for responsive web, app & spacial
- Inclusive design & accessibility
- Designing with and for AI
- Leading workshops & meetings
- Creating & executing product roadmaps
- Mentoring, managing, and inspiring designers.

## 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, front-end code
- **Product management:** JIRA, Trello, Confluence
- **Technology:** Strong knowledge of HTML, CSS and JS
- **AI:** Working knowledge of AI tools and workflows to enhance and support people, rather than replace them
- **Management & leadership:** Hiring & team building, mentorship, professional development
- **Languages:** English (native), German (B1 level).

## References & portfolio

Available on request.