

# Luke Caish-Sadlek

## Product & Experience Designer

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### Professional profile

- Designer and creative-leader with 14 years of experience driving creative solutions. Blending strategic thinking, product design, and technological innovation to solve complex challenges and elevate user experiences
- Strong interpersonal, written, and verbal skills, adept at building meaningful relationships, delivering compelling presentations, and leading teams to inspire and create transformative products and services
- Ability to define, design, and implement successful digital products, services, and experiences with a keen interest in pushing boundaries to deliver solutions that anticipate future needs
- Experience working in high-pressure projects for some of Europe and Australia's largest companies.

### 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
- Mentoring, managing, and inspiring designers
- Managing multiple projects & timelines.

### 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 – 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 concept 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.

# 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

Available on request.