

# Sasha Ward

I'm driven by my love for creating things that make sense, that feel great to use, and that deliver real value to people.

## Experience

### Deliveroo / Staff Product Designer

AUG 2021 TO NOV 2023

During my time at Deliveroo, I worked on multiple high-visibility product surfaces, used by hundreds of thousands of users every day, across 11 markets.

- Designed experiences to help our 160,000+ partners run their business more effectively on Deliveroo.
- Led design in the Advertising organisation, driving initiatives from conception to execution to improve our product offering and increase ad revenue.
- Collaborated with data science, user research, product management and engineering to brainstorm ideas, create roadmaps and launch experiments.
- Continually evolved the design of our products by running generative and evaluative user research and used data to inform design decisions.
- Evolved the Tools Design System by contributing multiple new components and redesigning existing ones.
- Partnered with internal teams to identify opportunities for time and cost savings and designed tools to help them do their jobs more efficiently.

### OVO Energy / Senior Product Designer

AUG 2020 TO AUG 2021

### PagoFX by Santander / Senior UX Designer

FEB 2019 TO JUL 2020

### NewsUK / Senior UX Designer

JUN 2018 TO JAN 2019

### Santander / Senior UX Designer

AUG 2017 TO JUN 2018

### HSBC / Senior UX Designer

AUG 2016 TO APR 2017

### Financial Times / UX Designer

NOV 2015 TO JUL 2016

### Cyber-Duck / UX Designer

JAN 2015 TO NOV 2015

## Skills

### User Research

Uncovering user needs, goals, and motivations by digging beneath the surface. Generative and evaluative research methods, listening, experience mapping, personas.

### Product Thinking

Never losing sight of the bigger picture. What problem are we actually solving? User journey mapping, jobs to be done, service mapping, business acumen.

### Interaction Design

Crafting logical and delightful user flows that enable people to accomplish their goals. Bringing concepts to life, flow diagrams, high and low-fidelity prototyping, defining micro-interactions.

### Visual Design

Using typography, colour, and layout to create meaning and aid understanding. Design systems, gestalt principles, visual hierarchy, accessibility.

## Education

### Front End Web Development

GENERAL ASSEMBLY, JAN TO APR 2017

HTML, CSS & JavaScript. Building responsive websites and learning basic programming concepts.

### BDES Product Design

UNIVERSITY OF LEEDS, SEP 2011 TO JUN 2014

Second Class Honours, Upper Division (2:1)  
Key modules included Electronics, Economics & Management, Statics, and Visual Design Communication.