

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

Worked on multiple high-visibility product surfaces used by hundreds of thousands of users daily across 11 markets:

- Designed experiences to help our 160,000+ partners run their businesses more effectively on Deliveroo.
- Led design in the Advertising organisation, driving initiatives from ambiguous problems into concrete end-to-end solutions.
- Collaborated with data science, user research, product management, and engineering to brainstorm ideas, create roadmaps, and launch experiments.
- Continuously evolved the design of our products through generative and evaluative user research, using data to inform design decisions.
- Improved our product foundations by contributing new components to our Tools Design System.
- Partnered with internal teams to identify opportunities for time and cost savings and designed tools to help them work more efficiently.
- Utilised my full range of product, interaction, and visual design skills to create simple, delightful, and robust interfaces.

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.