

Sasha Ward

I bring people together to solve complex problems and build things that make sense, feel great to use and that make an impact.

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.

- I designed experiences to help our 160,000+ partners run their businesses more effectively on Deliveroo.
- I 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 involving multiple stakeholders in the process.
- Helped evolve the Tools Design System by contributing multiple new components and redesigning old ones.
- Worked with internal teams to understand where time/money savings could be made 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

I dig beneath the surface to uncover user needs, goals, and motivations. Generative and evaluative research methods, listening, experience mapping, personas.

Product Thinking

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

Interaction Design

I enjoy creating logical and delightful user flows that enable people to accomplish their goals. Bringing concepts to life, high and low-fidelity prototyping, define 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.