



ABOUT ME

**Well hello there,
nice to meet you**

I've always loved building things. I'm lucky enough to say that's what I now do for a living. I help people from different disciplines come together to solve people problems and build products that help make lives better.

MY WORK

Past 5 years

I've been working with the brilliant people at Red Badger. Helping our clients bring user-centered design to the heart of their business.



News Corp



FINANCIAL TIMES



LOOKING FOR

**I'm not asking
for much....**

I WANT TO

Help make people's lives better

I've had a good day when I go home and am able to say that I've made a positive impact on someones day. What gives me most satisfaction is helping people.





I NEED

Empowerment

I'm learning more about the importance of trust and being accountable for your decisions as I believe this is what helps designers grow. I want to find a company where I'm given air cover from the leadership team to solve people problems and deliver outcomes for the business.

I ENJOY

Learning things from great people

There's still so much I want to learn and just not enough hours in the day. Being a part of a company that values constant learning is something I want to be a part of.

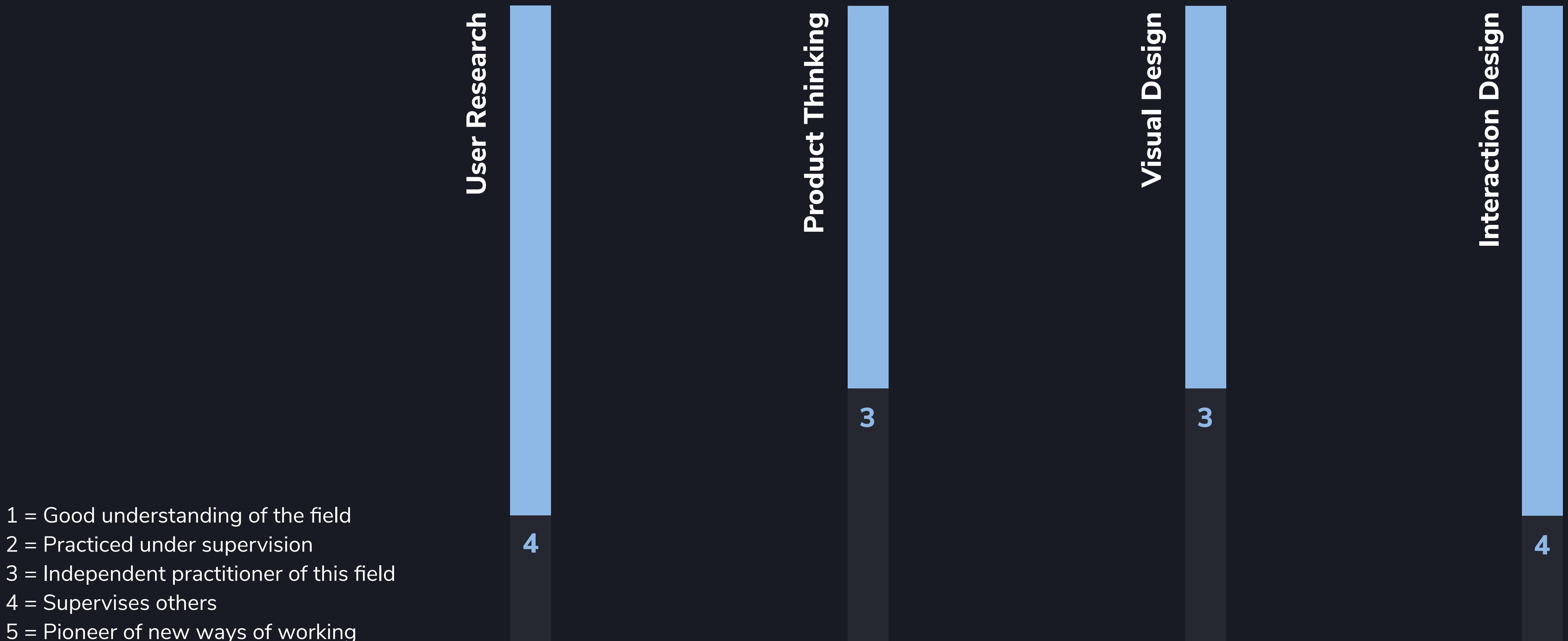


I CAN OFFER YOU

A well rounded
designer*

*I'll explain in more detail

MY SKILLSET



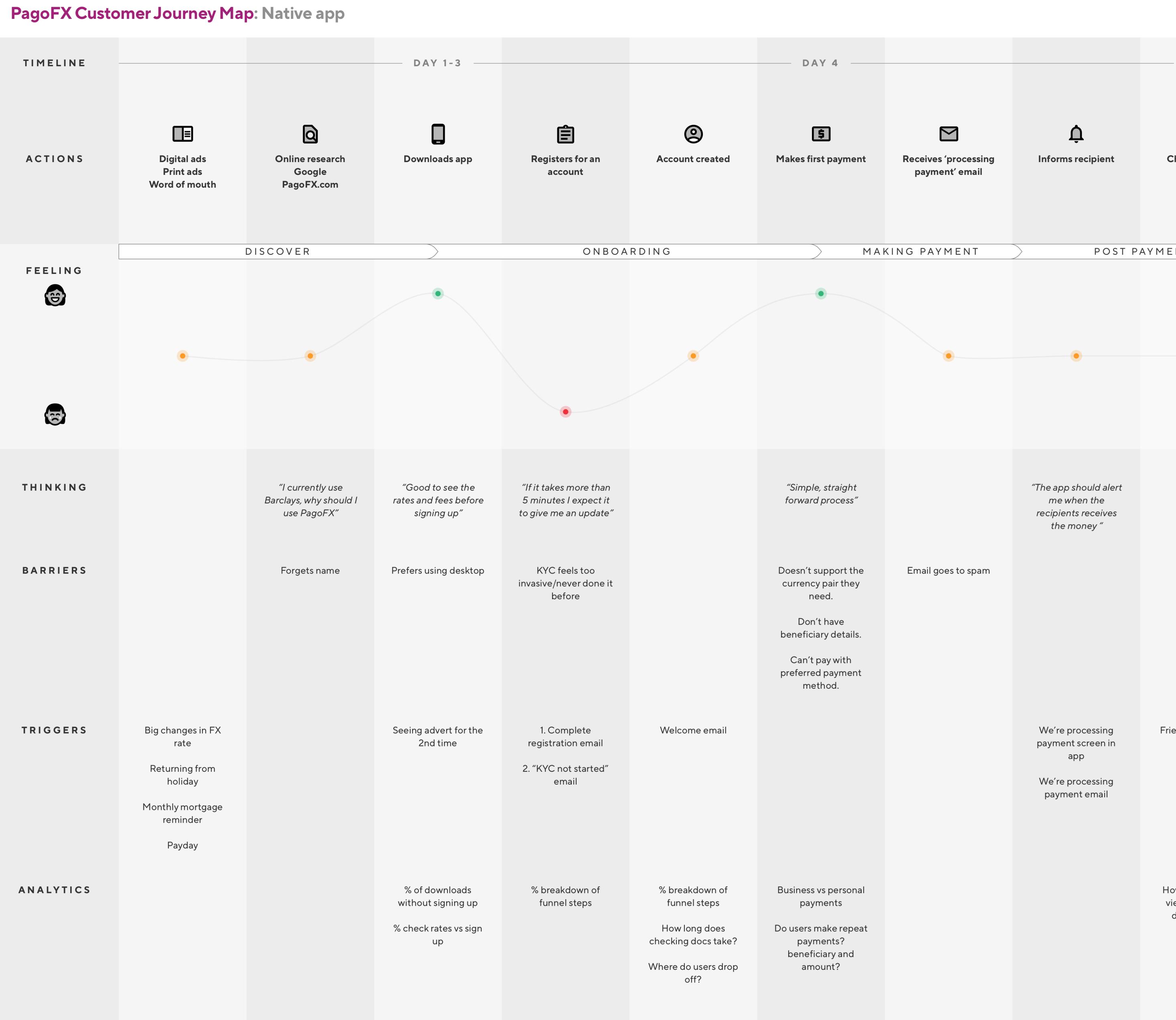
STEP 1

Empathise

Customer Journey Map

Identifying pain points in the current journey for PagoFX

December 2019



STEP 2

Define



Grouping key customer issues

The output of an affinity mapping session I ran with the UXD team at PagoFX
September 2019

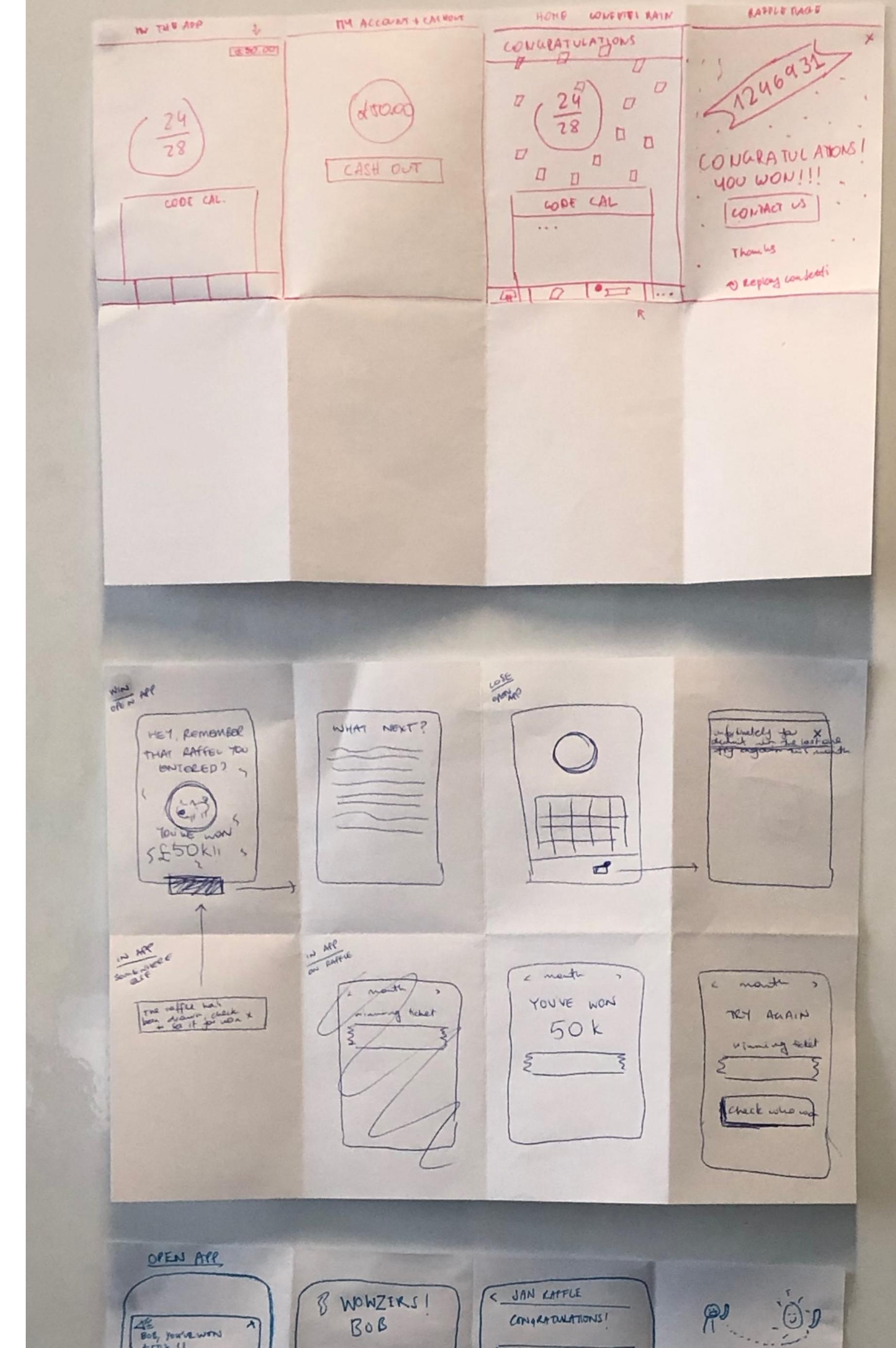
STEP 3

Ideate

'Crazy 8's'

The team's ideas for a way to visualise codes collected by readers at News Crop.

November 2018



NAME
LOG IN
SIGN UP
PAGE

LOG IN / SIGN UP PAGE

CALENDAR
BADGING +
COMPETITI



STEP 4

Prototype

Learning how to test voice UI

An internal ‘product’ away day, where we learned about the nuances of language and how to prototype and test conversations.

August 2019

STEP 5

Test

User research lab at PagoFX

I established a bi-weekly cadence of user research, getting product owners and developers to take part as note takers.

January 2019



STEP 6

Implement

UI component library

I paired with developers to ensure we created a scalable, reusable component library for an internal tool at PagoFX

March 2019

The screenshot shows the Storybook interface. The top bar includes the Storybook logo, a search bar with placeholder text "Press '/' to search...", and a three-dot menu icon. The left sidebar contains a navigation tree with categories like AppBar, BreadCrums, Buttons, Card (with sub-options for default, with content, with content and header, with warning validation, and Card with link), CardVariations, statusIndicator, Error, Grid, Icons, IdVerificationForm, List, Loading, Logo, Message, Timeline, PaymentFxDetails, PaymentStatus, PaymentTimeline, PopoverButtonMenu, Sidebar, Snackbar, Tabs, and Typography. To the right of the sidebar, there are several examples of typography and button styles:

- h1. bold**
- h1. normal**
- h1. lighter**
- h2. bold**
- h2. normal**
- h2. lighter**
- h3. bold**
- h3. normal**
- h3. lighter**
- body1. bold**
- body1. normal**
- body1. lighter**
- body2. bold**
- body2. normal**
- body2. lighter**
- BUTTON. BOLD**
- BUTTON. NORMAL**
- BUTTON. LIGHTER**

At the bottom of the page, the text "caption bold" is visible.

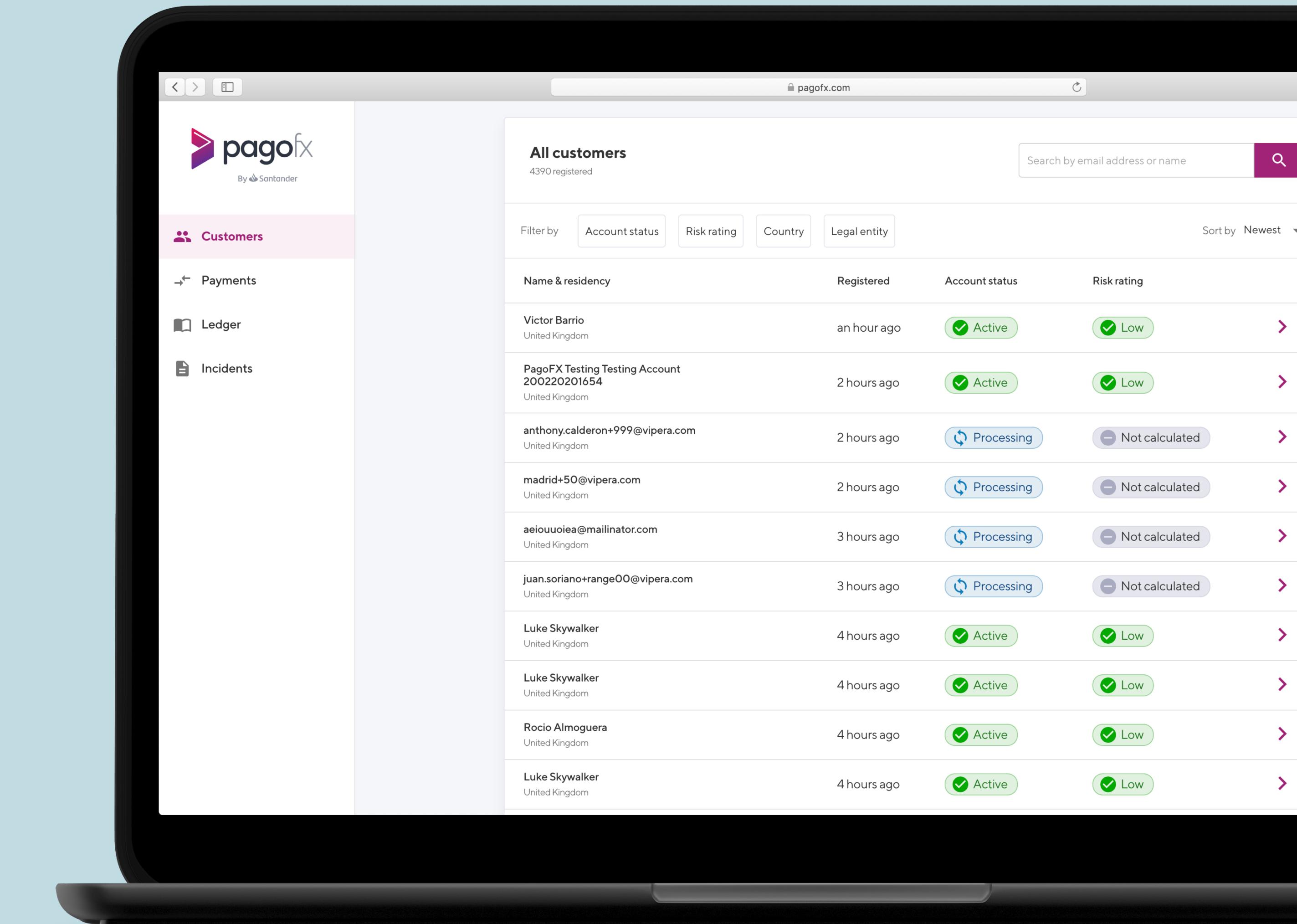
CASE STUDIES

Projects I'm most proud of

Enable our financial crime analysts to be more productive

Company
PagoFX by Santander

Role
Product Designer



Problem

Internal inefficiencies were damaging our customer & employee experience.

Solution

We built an internal tool to help Financial Crime analysts have sight over customer activity. Allowing them to successfully review and action customer accounts.

Approach

With a team of engineers and a product manager we worked with internal users to understand their current behaviours and gaps in workflow so that we knew where best to focus our efforts to solve these problems and save the business money lost in inefficiencies.

My role

Product Designer · 7 months

My responsibilities

- Turn needs of our internal teams into products that help make their lives easier.
- End to end UX and UI design.
- Guerrilla testing with internal teams.
- Pairing with developers to implement the design system element by element at a component level.

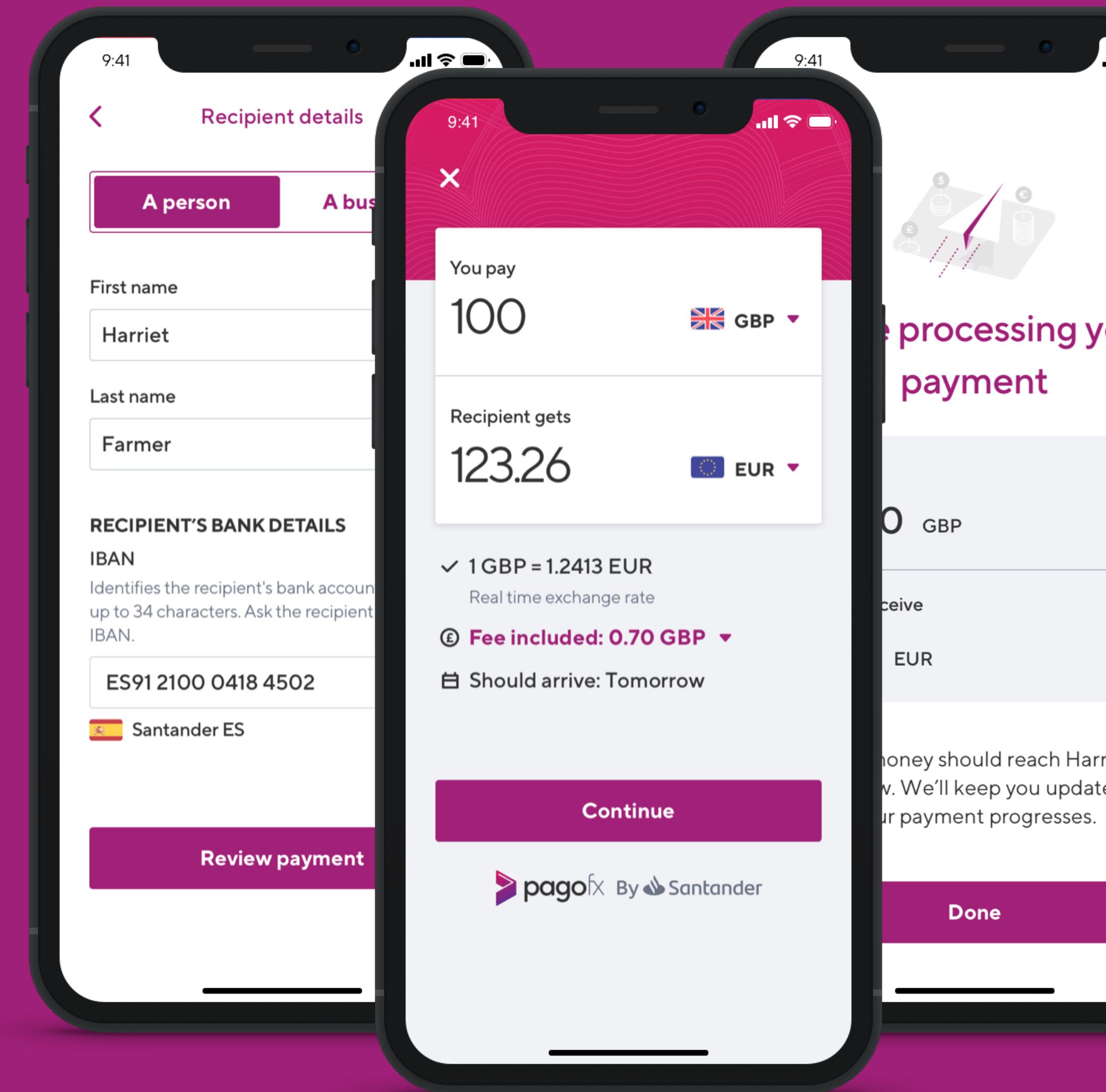
Add new ways to transfer money overseas

Company

PagoFX by Santander

Role

UX Lead



Problem

Imagine WhatsApp without the blue ticks, without notifications and only some of your message gets to the person you were sending it to. That's what sending money internationally with one of the big banks is like.

Solution

PagoFX is a cheaper, more transparent alternative to international money transfer. It's an iOS and Android app that aims to make the international payment process clearer and educate its users on how much it really costs to make international payments.

Approach

I joined the team when the company was only a year old. It was in development and still being iterated on with some of the user journeys defined.

My role

UX Lead · 6 months

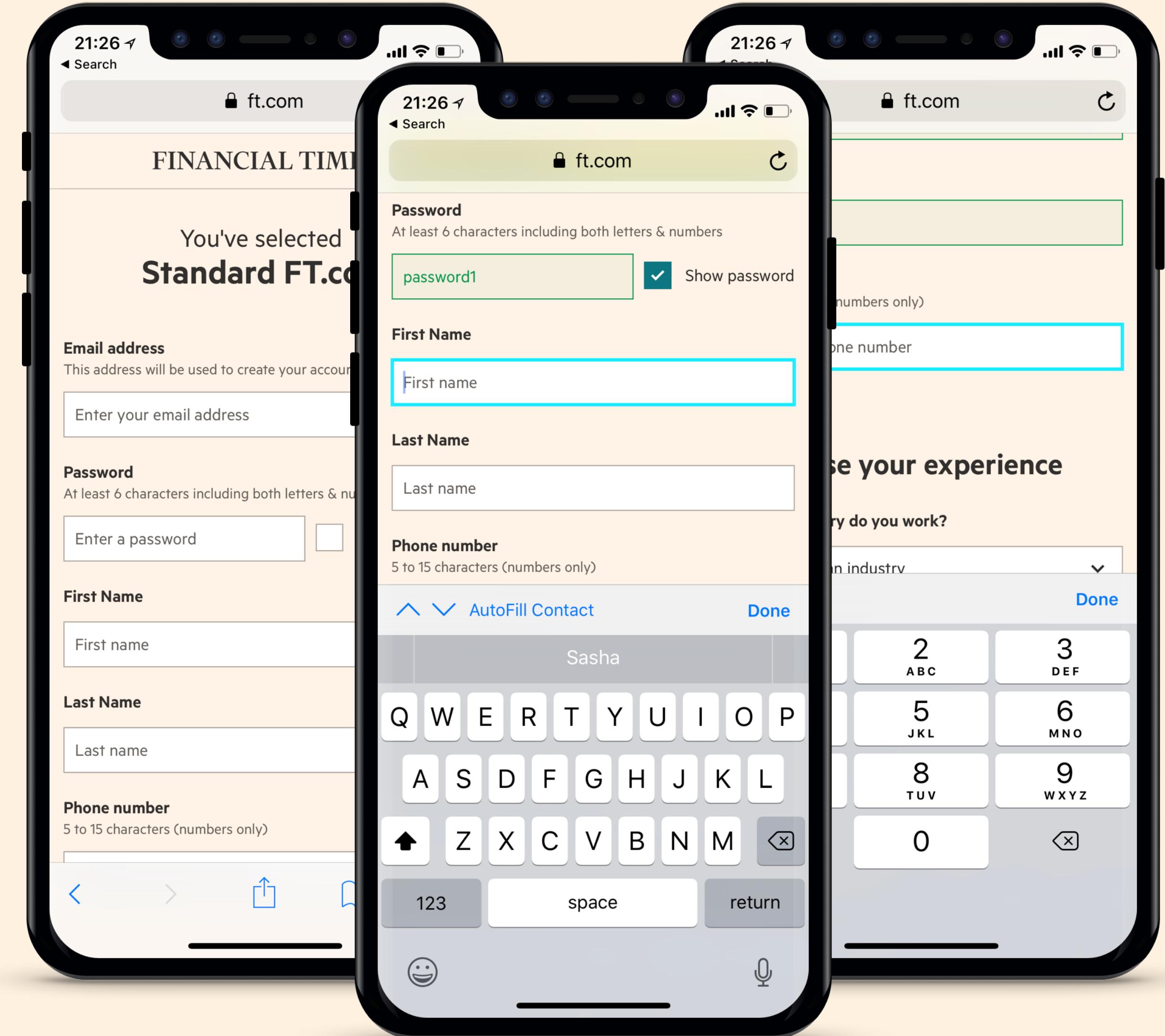
My responsibilities

- Be the voice of the user across the business
- Plan and execute user research and usability testing
- Collaborate with the product team to prioritise unmet customer needs
- Align and scale the design team
- Define key user flows
- Iterate on the UI design
- Pair with a product designer to solve problems that meet business requirements, solve customer needs and are feasible to build.

Making a 132 year old newspaper become user-centric

Company
Financial Time

Role
UX Designer



Problem

The voice of technology inside the FT dominated the redesign of [ft.com](#). Tensions were high between design and technology as designers seemed to slow down the progress of the website build.

Solution

To implement new ways of working between design and technology, demonstrating the value of lean UX methodologies as part of a cross-functional delivery team.

Approach

I worked in a cross-functional delivery team made up of engineers from the FT and a delivery lead from Red Badger. I ran workshops to build empathy for our readers, involved the team in user research, ideation and usability testing.

My role

UX Designer · 8 months

My responsibilities

- Work closely with the product owner to prioritise unmet customer needs.
- User research to uncover pain points.
- Presenting research findings to the team.
- Workshops and presentations to demonstrate the value of UX within a cross-functional delivery teams.
- Defining user journeys and user flows.
- Wireframing and prototyping.
- Planning and running usability testing with FT readers.

THANKS FOR LOOKING

Interested in speaking further?

I'd be more than happy to walk you through my work in more detail as I appreciate this is only brief overview, please get in touch sashabward@gmail.com