

Hey nice to meet you, I'm Sasha

I bring different disciplines together to solve complex problems and build products that help make peoples lives better.

6 years experience

Working across a range of industries from finance, media and healthcare.

11 products

That I've worked on are out there in the wild right now.

1 main goal

Working for a company that puts people and experiences ahead of everything else.

WHERE I'VE WORKED

Since 2015, I've been working at digital consultancy, Red Badger, helping companies bring user-centred design to the heart of their business.

Senior User Experience Designer

PagoFX – February 2019 to current

PagoFX is an international money transfer service with security and low cost at its core. My role was to lead design initiatives, deliver end-to-end experiences and drive towards business goals.

Led the design of a product that reduced task completion time from 2 hours to 5 minutes

I simplified a complex, frustrating process into a logical and straightforward product that gave our internal teams the tools to complete their jobs more effectively, improving employee happiness.

Highlighted key problems users were facing by creating empathy within the company

I led regular qualitative research, from defining research objectives through to writing scripts and sharing actionable findings with the company. Bringing key stakeholders on the journey with us.

Delivered end-to-end experiences across iOS, Android and responsive web

I looked at experiences across platforms helps to ensure we're creating a consistent and seamless experience across all of our touchpoints.

Senior User Experience Designer

NewsUK – June 2018 to January 2019

Senior User Experience Designer

Santander – August 2017 to June 2018

User Experience Designer

HSBC – August 2016 to April 2017

User Experience Designer

Financial Times – November 2015 to July 2016

OTHER PLACES I'VE WORKED

User Experience Designer

Cyber-Duck – January to November 2015

Freelance Graphic Designer

GQ Magazine – August 2014

Design Intern

GQ Magazine – August 2013

User Research

I dig beneath the surface to uncover pain-points, 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 understanding.

Interaction Design

I enjoy creating logical user flows that enable users to accomplish their goal

Bringing concepts to life, hi and low fidelity prototyping, define micro-interactions.

Visual Design

Using typography, colour and layout to create meaning and accomplish goals

Design systems, gestalt principles, visual hierarchy, accessibility.

Front-End Web Development

General Assembly, London – January to April 2017

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

BDES Product Design

University of Leeds – September 2011 to June 2014

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

A-Levels & GCSEs

Ipswich School – September 1997 to June 2011

A Levels Design Technology (A), Business Studies (B), Geography (C).

GCSEs 3A's, 7B's, including one Language, three Sciences, English, and Maths.

OUTSIDE OF THE 9-5

I enjoy keeping active, running, cycling, you name it. I recently visited an indoor ninja warrior style training gym which, had design not worked out, I think I would have pursued as a career. I love travelling, experiencing cultures and making videos of my travels.

Teaching Assistant

General Assembly, London – occasionally from March 2016

Mentoring and supporting students attending the User Experience Design Course.

Speaker

Various locations occasionally from 2016

Talks ranging from breaking into the industry though to panelist discussions and the future of information architecture.