

# Sasha Ward

User Experience & Product Designer

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## Experience

For the past 5 years I've worked with the incredibly talented folks at **Red Badger**. During my time there, I've been lucky enough to partner with some brilliant companies at all levels of UX maturity.

### **PagoFX / UX Designer**

September 2019 – Current

From leading user research to helping scale a team. PagoFX is a bank backed fintech and my responsibilities were to help them define key user journeys, align teams across multiple countries and ensure research insights made their way into the product.

### **PagoFX – Ops / Product Designer**

February 2019 – September 2019

End-to-end UX and UI design. Embedded within the internal operations tech team to ensure the Financial Crime and Payment Operations teams had visibility over user activity within the customer facing app.

### **Santander / UX Designer**

January 2018 – June 2018

UX designer embedded in a cross-functional delivery team. Delivered a user journey to be used by all corporate customers. Working with strict business requirements and tight deadlines whilst still providing a smooth and painless responsive web experience.

### **HSBC / UX Designer**

August 2016 – April 2017

Worked on a global digital product as part of a digital transformation program. Responsibilities included upskilling teams in different countries, end-to-end UX design and involvement in hiring UXers.

### **Financial Times / UX Designer**

November 2015 – July 2016

Helped demonstrate the importance of integrated UX designers in agile delivery teams by running collaborative workshops, sketching sessions and including developers and product owners in usability testing. Worked in three key areas of the new FT responsive website.

### **Cyber-Duck / UX Designer**

January 2015 – November 2015

My first role as a UX designer. Facilitating stakeholder interviews, creating personas and presenting findings to clients. Managing small projects, producing wireframes and UI designs for sign off and developer handover. Clients include Cancer Research Ximbio, Ilan Bluestone and MWR InfoSecurity.

## Education

### **Front-End Web Development**

General Assembly, London / Jan – April 2017

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

### **BDES Product Design**

University of Leeds / Sept 2011 – June 2014

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

### **A Levels & GCSEs**

Ipswich School / Sept 1997 – June 2011

A Level: Design Technology (A), Business Studies (B), Geography (C).  
GCSE: 3A's, 7B's, including one Language, three Sciences, English and Maths.

## Skills

**Empathy:** Listening, user research, generative research methods, experience mapping, service mapping.

**Definition:** Synthesis, affinity mapping, problem statements, hypothesis generation, jobs to be done.

**Ideation:** Sketching workshops, how might we questions, presenting, design reviews, storytelling, user flows.

**Prototyping:** Paper prototyping, high fidelity animated prototypes, interaction design, HTML, CSS.

**Testing:** Evaluative research methods including usability testing both lab and guerilla.