



CHALLENGE

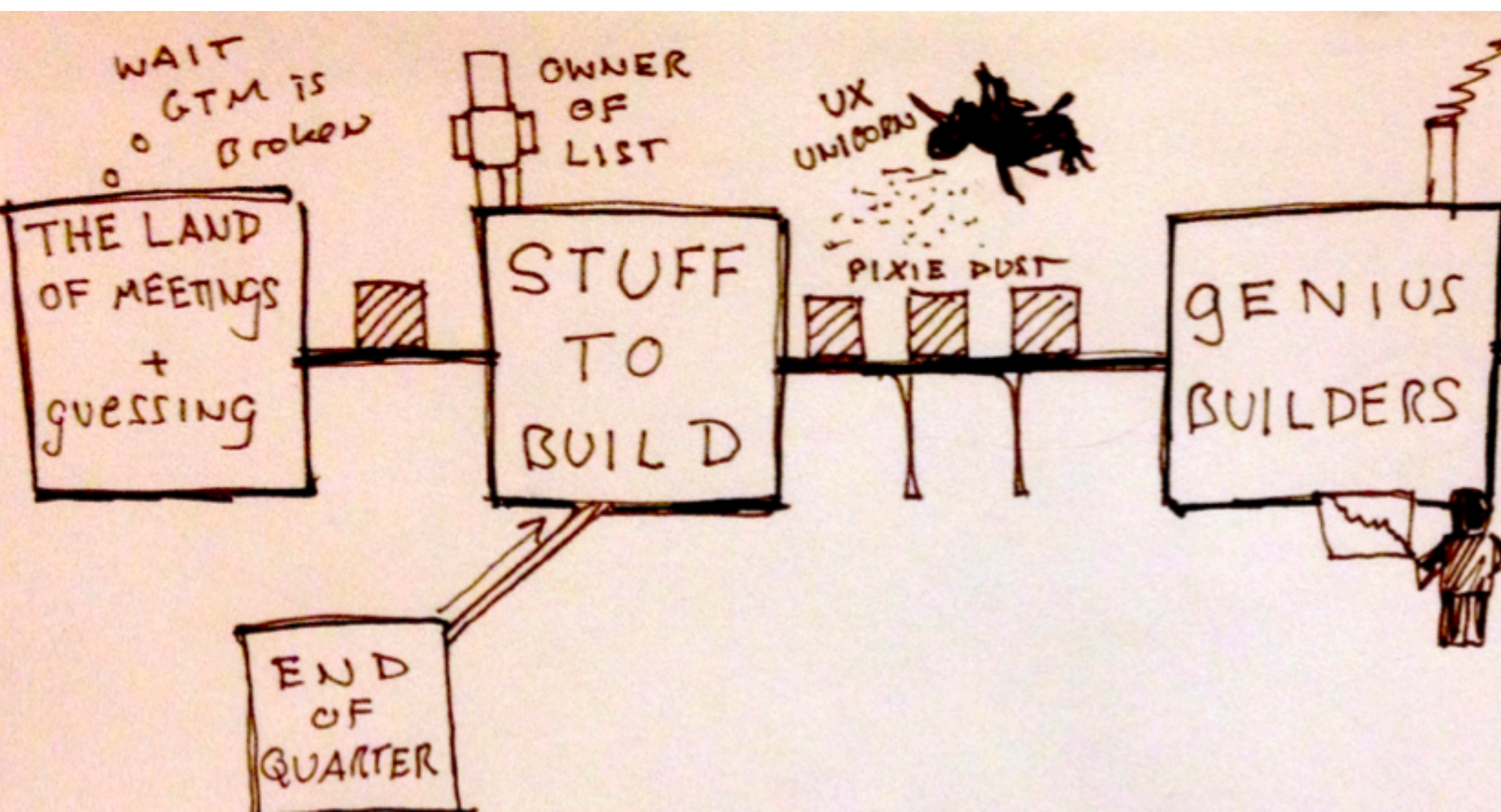
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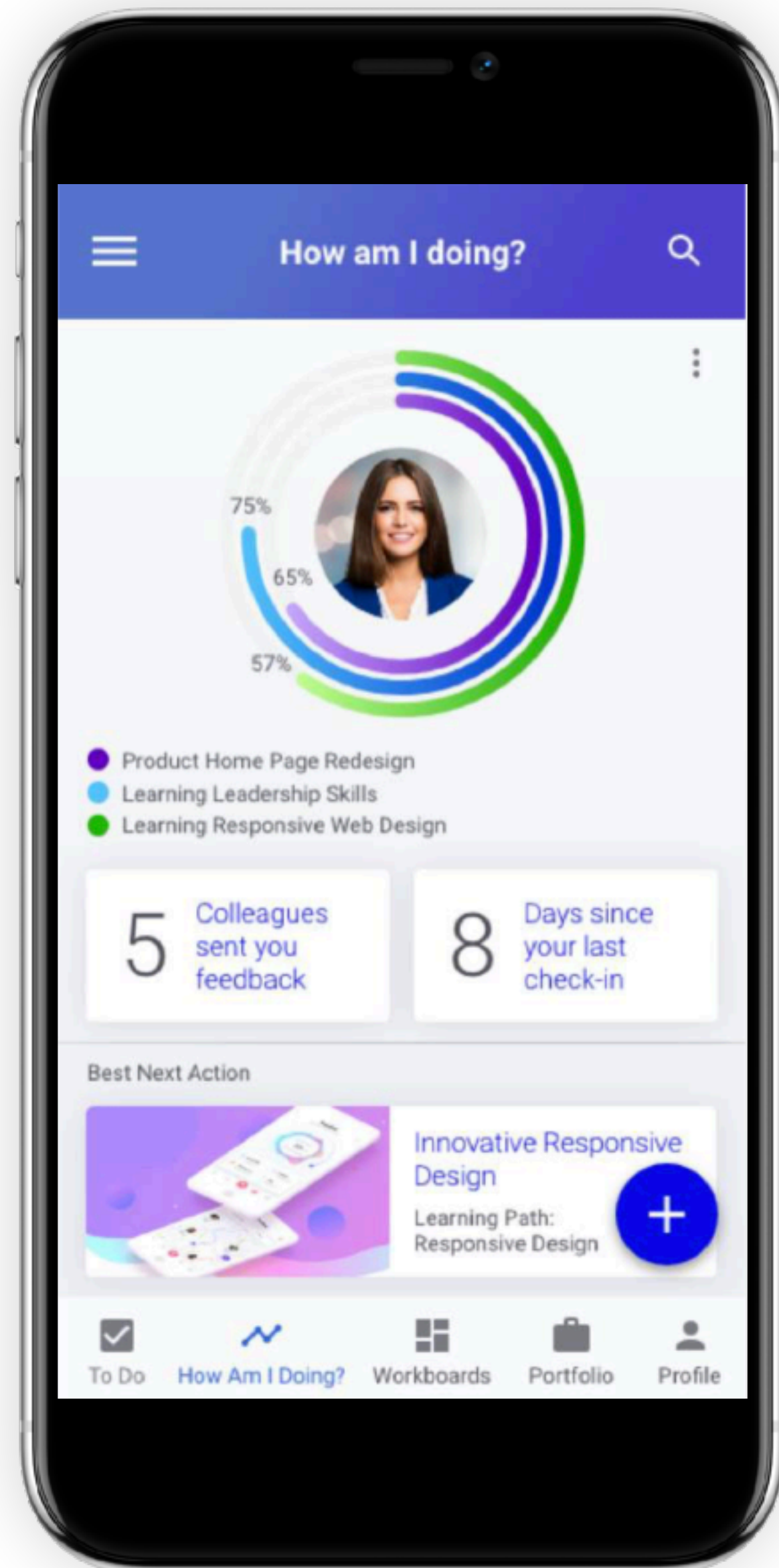
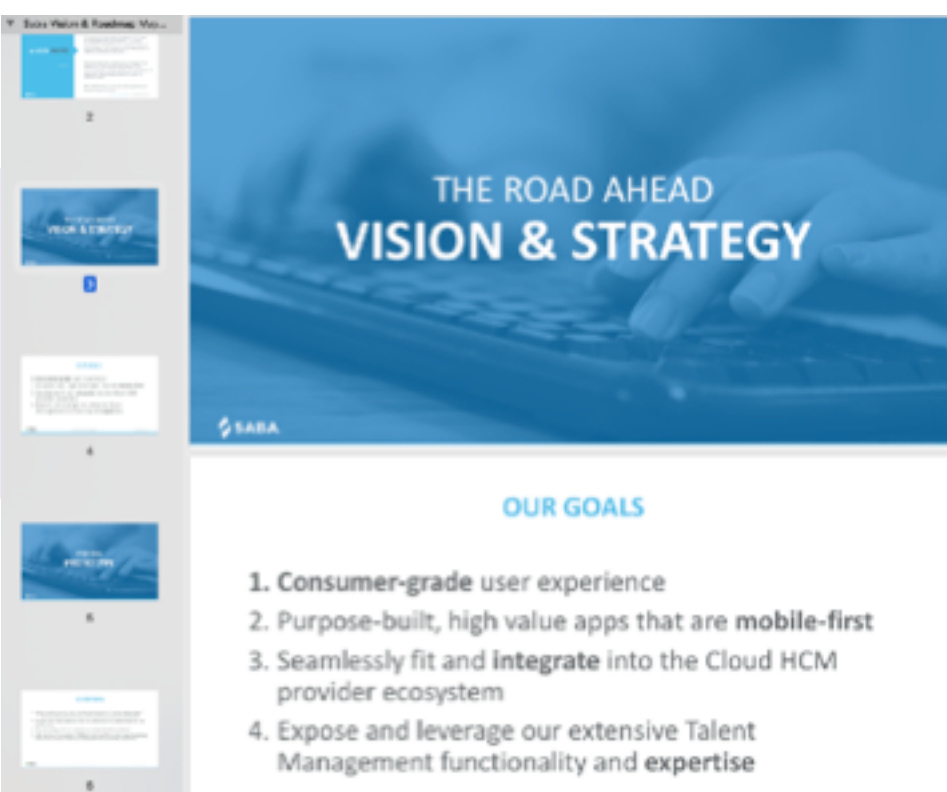
At Saba, I saw my primary task as reframing the UX team's focus and relationship with the rest of the organization.

Stakeholders across most of Saba had little feel for the breadth of value the team could bring to the company. As a result, UX designers were seen as both resources and a constant blocker to development teams.

This led product managers to be constantly competing for UX staffing, and designers to feel perpetually overwhelmed and unable to find time for strategic efforts, research, iteration, and customer validation.

With the support of my leadership, I set about changing this dynamic. My goal was to reposition the UX team as a catalyst bringing much-needed innovation and customer centricity into the Saba product development process.





APPROACH

Quick win first.

My approach to this challenge was two-fold. I wanted to find a way to quickly show off the team's capacity for innovative design work, while also looking for opportunities for longer-term impact.

The chance for a quick win soon manifested itself. Daimler, one of the company's biggest clients, was on the verge of cancelling, and needed to be convinced that Saba cared about their users' experience.

Working with team members in both Canada and India, I rapidly pulled together a modern, mobile-first conceptual prototype that helped Saba's executives convince the client that Saba was truly committed to customer-centric innovation.

The Daimler account was saved, and talk about the part the UX team played in this outcome started resonating across the organization.

