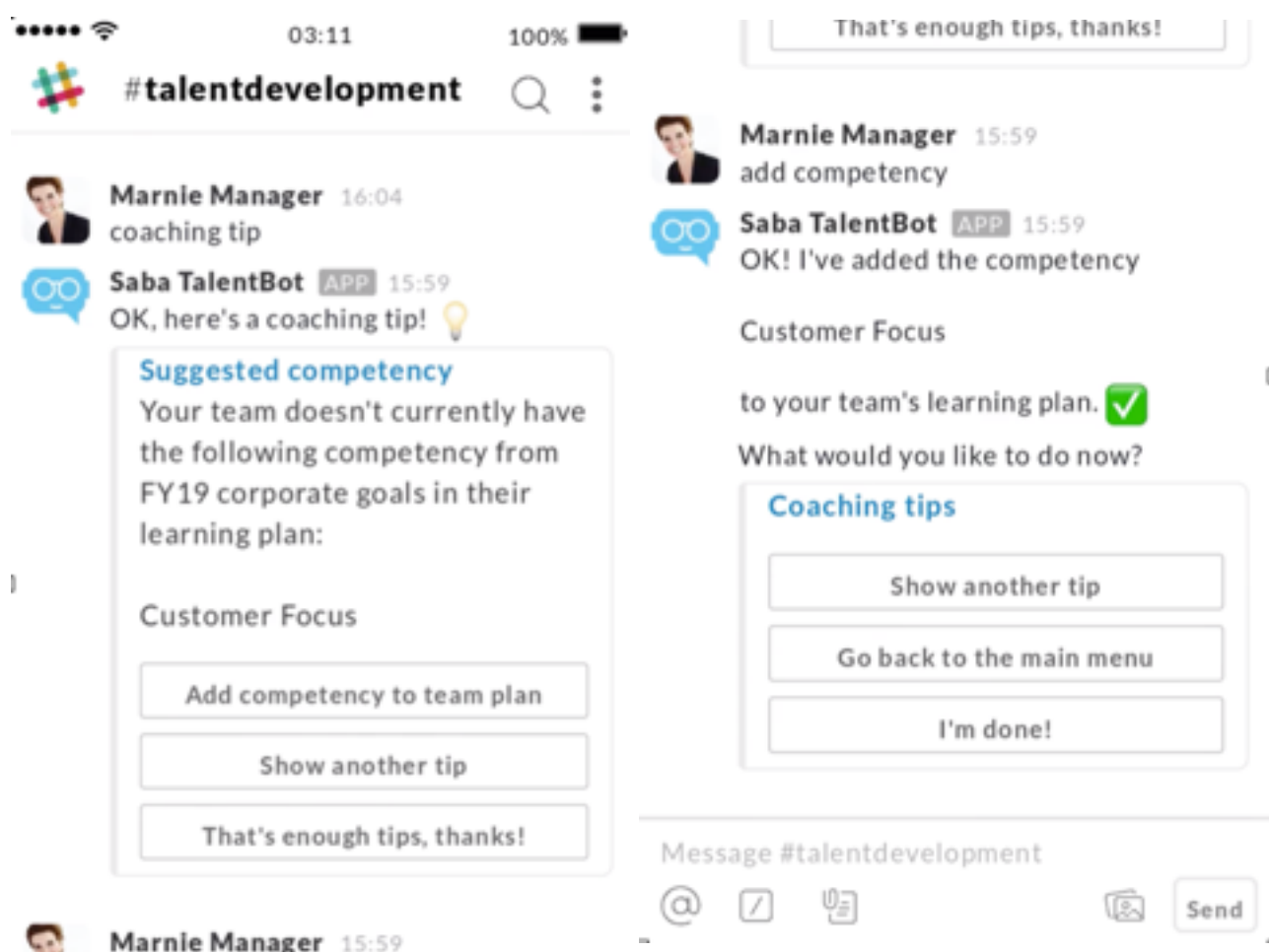
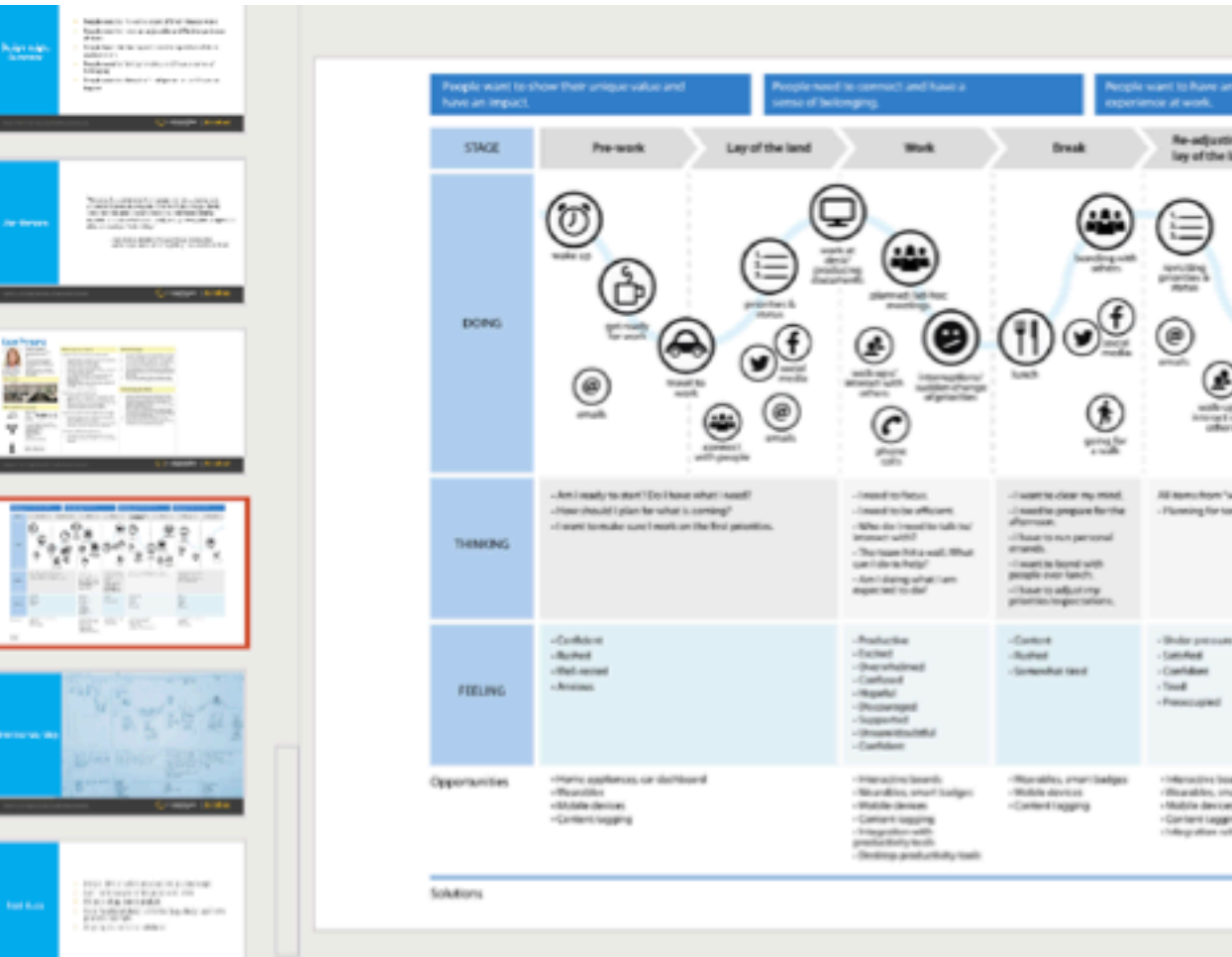


Crits, cricket, and chatbots.

At Saba, I had inherited a team that was not only under-appreciated, but also not very cohesive. With team members in three countries and a tight travel budget that prevented us from meeting in person, I used other techniques to help the team gel together.

These included regular show and tell sessions to introduce new methods to team members not familiar with them, design critiques, pair design sessions, and even having the India team members video conference the rest of team into the office cricket tournament!

One of the most successful outcomes of this cross-team collaboration was an innovation project where two of my team members (one in Canada, the other in India) worked together to build a “talent coach” chatbot prototype. When I presented it to my VP, she was so excited that she used it as an example of Saba’s innovation at our customer conference!



OUTCOMES

My impact at Saba.



Business Impact

Led definition of mobile first design strategy, helping retain major customers like Daimler and McDonalds and protect over \$2M ARR.



Process Impact

Introduced a customer design partnership program, customer/user persona mapping, and design sprints to the organization.



Team Impact

Grew the team from 6 to 8; helped team round out its skills and gain cohesion through pair design, critiques, learning sessions, and mentoring.

