

Hey, nice to meet you, I'm Sasha

I bring different disciplines together to solve complex problems and build experiences that help make people's lives better.

6 years experience

across a range of industries including energy, finance, and healthcare.

11 products

that I helped design and build are out there in the wild right now.

1 motivation

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

What I've been up to recently...

Senior Product Designer

OVO Energy – Aug 2020 to present

I've been tackling the complex challenge of helping people understand and adopt carbon saving technology in their homes. My role is to lead design initiatives, deliver end-to-end experiences, and drive towards business goals.

Reduced home energy consumption by 30%

due to increased uptake of smart thermostats, made easier through the design of an easy to use and accessible digital checkout process.

Senior UX Designer

PagoFX by Santander – Feb 2019 to Jul 2020

PagoFX is an international money transfer service where I worked on both the customer facing mobile app and internal tooling.

Reduced task completion time by 96%

by creating a digital product that simplified a complex internal process for our financial crime analysts, which improved employee happiness too.

Improved empathy within the company

by leading regular qualitative research that involved product managers and engineers, resulting in a more aligned and motivated team.

Other places I've worked

Senior UX Designer

NewsUK – Jun 2018 to Jan 2019

Senior UX Designer

Santander – Aug 2017 to Jun 2018

UX Designer

HSBC – Aug 2016 to Apr 2017

UX Designer

Financial Times – Nov 2015 to Jul 2016

UX Designer

Cyber-Duck – Jan to Nov 2015

Graphic Designer

GQ Magazine – Aug 2013

Key skills

User Research

I dig beneath the surface to uncover user needs, 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 people to accomplish their goals.
Bringing concepts to life, hi and low-fidelity prototyping, define micro-interactions.

Visual Design

Using typography, colour, and layout to create meaning and aid understanding.
Design systems, gestalt principles, visual hierarchy, accessibility.

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.

Teaching Assistant

General Assembly – occasionally from Mar 2016

Mentoring and supporting students attending the User Experience Design Course.

Education

Front-End Web Development

General Assembly, London – Jan to Apr 2017

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

BDES Product Design

University of Leeds – Sep 2011 to Jun 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 – Sep 1997 to Jun 2011

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

Speaker

Various locations occasionally from 2016

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