

Alex Salas-Wardman

About me

I'm a senior Digital Product Designer, previously at Ustwo & Adaptive Lab. I'm passionate about creating engaging experiences through user-centred design thinking, and fascinated with how design will impact and shape the future.

My core skillset is in UI/UX but I also pride myself on skills like animation & prototyping, facilitation of workshops, and fostering a culture of collaboration & feedback.

I have worked on and launched products in a huge range of sectors; such as Fintech, Telecommunications, Health & Entertainment, and have more than 8 years experience designing for iOS, Android & Responsive Web.

Experience

Adaptive Lab 2017 - 2018

Lead Digital Designer

I joined the Adaptive Lab team to work on a wide range of projects comprising motion design and animation for branding, narrative construction for new service concepts, UX and testing for a growing online mentoring platform, and product design of a major new React web application for a major new Telco. I also lead the product design for an alpha launch of a robot-advice platform for a Leading pension provider in the UK.

Ustwo 2009 - 2017

Lead Product Designer

I joined Ustwo London when the company was around thirty-something people in a small studio in Shoreditch. This was around the time the iPhone was really taking over so I had the chance to learn and hone my craft for great mobile UI and UX. Ustwo has since expanded to over 100, it's been an incredible journey helping shape the culture and design team as we grew.

One of the biggest personal wins there was leading a team of brilliant designers in creating the Sky Kids tablet platform, the project involved almost every aspect of product design and taught me a lot about leading a team. Another hugely rewarding project was creating an application for carers of dementia patients to make documentation more seamless and impactful, this involved user testing in a care home and iteratively prototyping the app with direct input from carers every day.

Skillset

UI

Sketch, Photoshop, Illustrator, After Effects, Premiere, Invision, Marvelapp, Principle, Origami, Pop, Webflow

UX

User testing, ethnographic research, card sorting, personas, service blueprints, prototyping, motion/animation, facilitation, sketching sessions