

PROFILE

Sixteen years in digital, twelve in product and research, and a career built on the messy start of things. I take an ambiguous problem, work out what is actually going on, and hand back something a team can act on the same week. Service design in government, product design in regulated finance, and six years holding a craft standard against other companies' products.

EXPERIENCE

Experienced UX Consultant · Baymard Institute

Sept 2020 – present

- I run end-to-end evaluations of large ecommerce and SaaS products for clients across Europe and the US, on my own: scope, method, analysis and delivery.
- Every engagement produces up to **50 prioritised recommendations**, each with a mockup, presented in two-hour sessions to people who did not commission the work.
- Central role in the accessibility research catalogue, kept current with WCAG 2.2 and the EU Accessibility Act.

Lead Product Designer · Luno

Apr 2018 – Aug 2020

- Design strategy across onboarding, payments and security at a regulated financial platform. Second designer hired; helped grow the team to seven.
- Championed a full product redesign and acted as product manager across several agile teams.

Lead Product Designer · Allan Gray

Jul 2016 – Mar 2018

- Designed the private investor platform and established the design process. First designer at the company: I built the team, including **hiring the Head of Product Design**.

UX Analyst · Western Cape Government

Feb 2014 – Jul 2016

- Ethnographic research across the province, translated into digital government services: document, home and business applications.
- Service design under real operational constraint, focused on **digital inclusion for underserved communities**.

"Irani is very good at holding complexity and clarity, opposing points of tension, in her head simultaneously. She can empathise with the user while recommending a simple solution for the team to implement."

RYAN JALES · COLLEAGUE

I did the work before applying

Your business reviewers do not complain about the answer. They complain about not knowing where they are: **"everything takes three months longer than it should"**. So I blueprinted the financing journey and marked the **six break points**.

READ THE CASE STUDY

rabobank.iranisangham.com

The research, the blueprint, and what I would ship in the first year.

SKILLS

Service design and blueprinting

Journey mapping

Systems thinking

Research facilitation

Design thinking, certified

Stakeholder alignment

Accessibility, WCAG 2.2

Mentoring and critique

EDUCATION

MPhil

University of Cape Town

BA

Vega School

CERTIFICATIONS

Web Accessibility Specialist

WAS, against WCAG 2.2

Certified Usability Analyst

CUA

Design Thinking

Certified practitioner

PUBLISHED RESEARCH

Two co-authored papers on personas for rural users of digital services. Presented at international conferences including Rio de Janeiro and Zimbabwe.