

Irani Sangham



Product Owner (UX) · Revolut

iranisangham@gmail.com · iranisangham.com · Dieren, Gelderland, Netherlands · no relocation or visa needed

PROFILE

Sixteen years in digital, twelve in product, and six of those inside regulated finance: crypto and payments at Luno, investments at Allan Gray. I take an ambiguous problem, work out what is actually going on, and hand back something a team can ship the same quarter. I am a designer who moved into product, so I write specs an engineer does not have to translate.

EXPERIENCE

Experienced UX Consultant · Baymard Institute

Sept 2020 – present

- I own every engagement end to end for ecommerce and SaaS clients across Europe and the US: scope, method, analysis, delivery, then the implementation call with the team that has to build it.
- Each one produces up to **50 recommendations ranked by transaction impact**, every one 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

- Consumer mobile product at a crypto exchange. Led design strategy across **onboarding, payments and security**, and acted as product manager across several agile teams.
- Championed a full product redesign and carried it to leadership. Second designer hired; helped grow the team to seven.

Lead Product Designer · Allan Gray

Jul 2016 – Mar 2018

- Built the private investor platform from nothing 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, launched as digital government services: document, home and business applications.

"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

Revolut is 4.7 on Trustpilot and takes **more ombudsman fraud complaints than any major UK bank**. Both are true. The gap is the recovery path: what happens once money is frozen, blocked or stolen. So I mapped it, found **four root causes**, and wrote a 90 day plan.

READ THE CASE STUDY

revolut.iranisangham.com

The evidence, the recovery path blueprint, and what I would ship in 90 days.

SKILLS

Product ownership and roadmaps

Consumer mobile products

Payments, crypto and investments

Data-led prioritisation

Service blueprinting

Research and synthesis

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.