

Ismael Bashagha

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Education

Shillington College · 2018

Design and Visual Communication

University of Sheffield · 2011 – 2015

MEng Mechanical Engineering · 1st Class

McGill University · 2013 – 2014

Engineering (Study Abroad)

Awards

BIMA · 2021

BIMA10 Winner · COVID-19 Testing Apps

Shillington College · 2018

Shillington Design Scholarship

University of Sheffield · 2015

Sheffield Graduate Award

Tools

Figma	InDesign
Sketch	After Effects
Flinto	Premiere Pro
InVision	Keynote
Illustrator	HTML
Photoshop	CSS

Skills

Product design: Sketching · Wireframing · High-Fidelity · Prototyping · Motion · Accessibility · Style Guides · Mobile · Copywriting

Visual design: Branding · Print · Editorial · Art Direction · Infographics

Research and testing: Personas · Diary Studies · Surveys · Site Visits · Interviews · User Journeys · Rapid Prototyping · Testing Facilitation

Product thinking: Customer Strategy · Feature Prioritisation · Google Analytics

About

I'm a product designer who bridges human-centered thinking with technical execution. I thrive on solving complex problems, translating vision into reality, and collaborating across disciplines to bring meaningful, measurable ideas to life.

Outside of work, I refresh my creativity through baking, pottery, and getting outdoors—whether snowboarding, cycling, or climbing.

Professional Experience

AMAZON · APR 2021 – Present

Senior UX Designer · Amazon Autos · Jan 2023 – Present

Moved to NY to join Amazon Autos, a 0 → 1 initiative to reimagine car sales on Amazon. One of the first designers on the team, I led the design for several core workstreams—from initial concept to launch.

Designed, tested, and delivered end-to-end experiences, including: checkout, trade-in valuation, pricing, and scheduling.

Helped scale the team from 3 to 18 designers. Led hiring interviews, onboarded new designers, and provided mentorship.

Currently leading a junior designer supporting my workstream.

Contributed to design operations and strategy, writing guides on running an effective design team.

Became an Accessibility Bar Raiser (ABR) after a year-long certification program. Now responsible for reviewing designs across teams to meet Amazon's accessibility standards.

Senior UX Designer · Amazon Payments · Apr 2021 – Jan 2023

Led the design for Amazon's UK Rewards Credit Card, owning research, UX, and visual design.

Designed the entire E2E customer journey, from acquisition and application to card management.

Partnered with agencies to develop the credit card's name and brand identity, and personally designed the physical card.

Deloitte Digital · Sept 2015 – Apr 2021

Senior Product Designer · Apple + Deloitte Alliance · Sept 2019 – Apr 2021

Designed the NHS's National Covid Testing apps, from ideation at the start of the pandemic to now, being responsible for the design of several iOS apps.

Working on our partnership with Apple, I have led the design of iOS apps that aim to bring consumer quality experiences to those at work.

Collaborating with Apple's designers to find creative solutions to user needs, whilst ensuring designs adhered to their Human Interface Guidelines.

Led teams of junior designers during this time and worked with business analysts, engineers and product owners.

Product Designer · Sept 2015 - Sept 2019

Worked across the entire design lifecycle, focussing on user research and interaction design.

Planned and analysed large scale surveys (6,000+ participants), panel research and diary studies.

Set up a designer coding club focussing on HTML and CSS.

Delivered UX training for both Deloitte employees and clients.

Deloitte · 2013

Technology Intern (Jun 2013 - Aug 2013)

Summer internship scheme. I worked across data, controls and security.