**Saira Scille**  
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**Professional Summary**

UX Designer with 3 years of experience delivering accessible, user-focused designs for both customer-facing websites and complex internal platforms. My background in website project management gives me a strong foundation in aligning design with business strategy and technical feasibility. I excel in collaborative, agile environments, bringing creative problem-solving and attention to detail to every stage of the design process - from concept to implementation.

**Professional Experience**

**UX Designer – Ford.XX**  
*Ford Motor Company – Essex, UK | Jan 2023 – Present*

* Built high-fidelity prototypes and responsive UI components, ensuring design consistency and performance across various devices.
* Supported design system migrations and component merges, ensuring ongoing usability and alignment with brand guidelines.
* Designed and developed an AI-powered assistant to support internal teams at Ford in navigating brand and content guidelines, providing an intuitive, conversational interface that guided designers and business stakeholders in applying UX best practices, meeting accessibility standards, and maintaining a consistent brand identity through adherence to the design system.
* Contributed to accessibility testing initiatives, providing actionable recommendations to development teams to meet WCAG standards.
* Partnered closely with engineering teams to deliver pixel-perfect UI implementations, maintaining design integrity through to launch.
* Created functional interim design solutions when project timelines required flexibility, aligning with Ford’s evolving digital brand vision.
* Designed scalable, future-proof user interfaces with a customer-centric focus to reduce the need for future redevelopment.
* Navigated complex legal requirements from multiple European markets to deliver a unified, compliant web experience.
* Resolved legal and UX challenges related to post-Brexit legislation on the UK website.

**UX Designer – Global Ordering**  
Ford Motor Company – Essex, UK | Jan 2022 – Jan 2023

* Modernised legacy dealer systems by redesigning 20+ year-old platforms with modern UX principles and technologies.
* Delivered intuitive, training-free interfaces tailored for dealer usability.
* Collaborated with cross-functional development teams to address technical constraints with thoughtful design solutions.
* Prioritised accessibility in design, enabling inclusive use across diverse dealer environments.
* Translated complex backend and business requirements into simple, navigable screens.
* Partnered with architects to integrate intricate backend systems into dealer-facing platforms.

**Product Manager – Ford.XX/Owners**  
*Ford Motor Company – Essex, UK | Sept 2020 – Jan 2022*

* Established and led a new product team focused on defining and developing innovative features for the European "Owners" website.
* Collaborated with technical leads to deliver scalable and creative technical solutions that balanced innovation with feasibility.
* Worked alongside stakeholders and designers to define product requirements and translate them into technically achievable outcomes.
* Advocated for agile practices, implementing and leading kanban workflows across the team.
* Conducted stakeholder demos, iterating on feedback to enhance product quality and user value.

**Business Analyst – Ford.XX/Owners**  
*Ford Motor Company – Essex, UK | Mar 2019 – Sept 2020*

* Facilitated collaboration between cross-functional teams to translate business and technical requirements into actionable user stories.
* Developed detailed tagging briefs to support web analytics and ensure accurate performance tracking.
* Ensured smooth alignment between business objectives and development execution.

**In-Plant Implementation Lead – Bridgend/Dagenham**  
*Ford Motor Company – Essex, UK | Sept 2017 – Mar 2019*

* Led the deployment of IT applications for engine line machining systems in Bridgend and Dagenham plants.
* Gathered and analysed technical requirements to procure appropriate hardware and software solutions.
* Configured servers, PCBs, and HMIs to support a variety of manufacturing processes.
* Provided pre job 1 troubleshooting and on-site support to ensure successful system implementation

**Key Skills**

* User Research (Competitive analysis, comparative analysis, interviews)
* Wire-framing & Prototyping (Figma, Sketch, InVision, Zeplin)
* User Flows & Journey Mapping
* UI Design (Responsive)
* Usability Testing & Heuristic Evaluation
* Design Systems
* Agile/Scrum Methodology
* Cross-functional Team Collaboration (Product Managers, Developers, Stakeholders)

**Education**

**BSc Physics 2:1**  
University of Leicester - Sept 2014 - July 2017

**Certifications**

UX Design Bootcamp | General Assembly | 2022

**Tools & Technologies**

* Figma, Sketch, InVision
* Basic python
* Miro, Jira, Rally
* Contentsquare, Adobe Analytics

**References and portfolio**

Available upon request.