

THE SEARCH

Until this search, the product in market was a working version 1 and no longer represented the stage of the business nor the user persona of their customers. The decision was then made to bring the design function inhouse as part of a UX transformation for both the product and brand. The mission of this hire was to make decisions about the user experience, the esthetic and how best to execute these brand/product changes.

THE CLIENT

Making moves in the crypto economy, this company is poised to be one of the largest crypto companies in North America. As a result of a recent raise of capital, they are making a number of strategic hires including this Design Lead role.

SEARCH REQUIREMENTS

We were seeking a Design Lead with a strong visual point of view and experience designing digital products used by millions of consumers. A background designing digital financial services products (banking, wealth, insurance and/or crypto) was essential. This hire needed to be able to work strategically with stakeholders, on the big picture, as well as execute on the details.



We had a phenomenal experience working with Martyn Bassett Associates. We were impressed with the level of care, understanding of our team dynamic, and their respect for the creative field; especially their understanding of the different motivating factors when working with designers.

– Co-Founder & CEO

SEARCH STATISTICS

Number of days to the first round of resumes: 8

Number of candidates considered: 7

Number of candidates interviewed: 5

Number of days to complete the search: 40

THE HIRE

- 12 years of employment experience across a broad cross section of digital solutions delivered in web and through native mobile experiences
- Experience working in Product Strategy, Research, UX and Visual design for both B2B and B2C products
- Demonstrated leadership experience as a Lead Designer for a high profile organization; providing design thinking leadership and coaching to other working Designers
- Previously responsible for the design of a financial services product with applicable use cases to our client
- Bachelors & Masters Degree as well as numerous design and product related professional development certificates

