

“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

8

DAYS UNTIL
FIRST ROUND
OF CANDIDATES

7

CANDIDATES
PRESENTED

5

CANDIDATES
INTERVIEWED

40

BUSINESS
DAYS TO
COMPLETE
THE SEARCH

THE SEARCH

Our client’s crypto product in market was a working version¹, but it 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 **Design Lead** was to make decisions about the user experience, the esthetic and how best to execute these brand/product changes.

THE HIRE

This hire had 12 years of employment experience working in product strategy, research, UX and visual design for both B2B and B2C products and experience across a broad cross section of digital solutions delivered in web and through native mobile experiences. As a Lead Designer, they provided design thinking leadership and coaching to other working Designers and was responsible for the design of a financial services product with applicable use cases to our client.