



"What set Martyn Bassett Associates apart is their knowledge of the product design community and their commitment to truly understanding who we are. Their partnership went beyond recruitment—it was about uncovering a product design leader who would align with our growth journey."

-- Daniel Shapiro, CPO

9

DAYS UNTIL
FIRST ROUND
OF CANDIDATES

10

CANDIDATES
PRESENTED

9

CANDIDATES
INTERVIEWED

50

BUSINESS
DAYS TO
COMPLETE
THE SEARCH

THE SEARCH

Workleap, a PE-backed Employee Engagement SaaS, was searching for their first-ever design leader, **Vice President of Product Design & User Experience**. This role would be responsible for shaping the future of design, assisting the broader multi-year business plan of making their product more efficient for users globally, and leading a 12+ person design team.

THE HIRE

The hire had 7+ years of product design leadership experience working with top global tech companies and bringing extensive experience building platform-level user experiences as well as 15+ years in visual design as a Creative Director for global fashion brands.

Most recently, the Senior Manager of Product Design at a global investment tech, they led an 8+ person design team and managed the entire platform unification strategy (similar to our client's product mandate). This award-winning (3x Webby Awards) candidate is an active design-leadership mentor and heavily involved within the Canadian design community.