

Sarah Bailey

UX Lead | Senior UX Designer | Product Designer

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PROFESSIONAL SUMMARY

UX Lead and Product Designer specialising in complex B2B SaaS products, RegTech, KYC, AML and digital identity solutions. Experienced in transforming complex business and regulatory requirements into intuitive, scalable user experiences.
Combines user research, strategic product thinking, and hands-on UX/UI design to solve complex problems and improve digital workflows. Experienced in leading end-to-end design processes, collaborating with cross-functional teams, and integrating AI into design workflows to accelerate ideation, prototyping, and iteration.

CORE SKILLS

UX & Product Design: User Experience (UX), User Interface (UI), Product Design, Interaction Design, Information Architecture, User Flows, Wireframing, High-Fidelity Prototyping, Responsive Design, UX Writing, Design Systems, Component Libraries, Design Tokens.

Research & Strategy: User Research, Usability Testing, User-Centred Design, Design Thinking, Workshop Facilitation, Requirements Analysis, Stakeholder Management, Product Discovery, UX Strategy, Iterative Design.

Specialist Knowledge: RegTech, FinTech, Know Your Customer (KYC), Anti-Money Laundering (AML), Identity and Access Management (IAM), Customer Identity and Access Management (CIAM), Digital Identity, Identity Verification, Digital Signing, Compliance Workflows, Enterprise SaaS.

AI & Emerging Technologies: AI-Assisted Design, AI Prototyping, Generative AI, AI-Powered User Experiences, Workflow Automation, Human-Centred AI.

EXPERIENCE

UX Lead — ECIT F&A Tech February 2025 – Present

Oslo

Lead UX design across ECIT's KYC and Sign platforms, developing user-centred solutions for complex regulatory, compliance, and digital signing workflows.

- Lead end-to-end UX and product design for B2B SaaS products, covering customer onboarding, risk assessment, identity verification, and digital signing.
- Drive UX strategy and design decisions, balancing user needs, business objectives, regulatory requirements and technical constraints.
- Redesign complex AML risk assessment workflows, improving information architecture and supporting informed decision-making for users without specialist compliance knowledge.
- Conduct user research, usability testing and stakeholder workshops to validate design solutions, challenge assumptions and inform product development.
- Integrate AI into the design process to accelerate ideation, explore alternative solutions, create interactive prototypes and support rapid iteration.
- Design AI-assisted product experiences, focusing on transparency, explainability, user control, and responsible automation.
- Develop scalable design systems and reusable interaction patterns to improve consistency across products.
- Collaborate with product managers, developers, compliance specialists, and business stakeholders throughout discovery, design, and delivery.

UX/UI Designer — Indykite January 2023 – January 2025

Oslo

Designed user experiences for complex identity management and enterprise technology solutions, collaborating with product and engineering teams throughout the product development lifecycle.

- Designed and prototyped UX/UI solutions for complex B2B software products focused on identity and data management.
- Led user research and usability testing to identify user needs, validate solutions, and inform product decisions.
- Translated technical requirements into intuitive interfaces, user flows, and interactive prototypes.
- Worked closely with developers, product managers, and stakeholders to deliver solutions from initial concept through implementation.
- Created detailed design specifications, wireframes and development handover documentation to support implementation.

UX/UI Design Intern — Metaito June 2022 – December 2022

Trondheim

- Supported UX/UI design and product development for mobile-first digital experiences.
- Contributed to user research, wireframing, prototyping, and interface design.
- Collaborated with a cross-functional team to prioritize features and improve the product.
- Participated in the design process from early concepts through production.

SELECTED PROJECTS

ECIT KYC | Risk Assessment Redesign 2026

UX Strategy, Product Design, Compliance UX, User Research
Led the redesign of complex KYC and AML risk assessment workflows, restructuring the experience around how users investigate and evaluate financial crime risks.

- Designed structured workflows to help accountants and compliance professionals investigate customer information, assess risk factors, and make informed decisions.
- Improved information architecture and interaction patterns to simplify complex regulatory processes.
- Explored AI-assisted risk assessments while prioritizing transparency, explainability, and human oversight.
- Used usability testing and stakeholder feedback to validate design decisions and refine the experience.

Portfolio: https://www.sarahbuxd.com/ecitaml

ECIT Sign | Digital Signing & Interactive Forms 2026

Product Design, Interaction Design, Prototyping, Usability Testing

Designed end-to-end document preparation and digital signing experiences that simplify complex multi-participant workflows.

- Redesigned document preparation workflows, including interactive form fields, signature placement, and participant configuration.
- Designed the end-user signing experience, focusing on document navigation, task completion, and signing.
- Created interactive prototypes to validate complex workflows and user interactions.
- Conducted usability testing to identify friction and improve the experience for document senders and signers.

Portfolio: https://www.sarahbuxd.com/ecitsign

IndyKite | Identity Management Platform 2025

UX/UI Design, Enterprise SaaS, Identity Management

Contributed to enterprise identity and data management solutions, translating complex technical concepts into accessible user experiences.

- Designed interfaces and interaction patterns for complex identity-related workflows.
- Collaborated with cross-functional teams to translate product requirements into UX/UI solutions.
- Created prototypes and design specifications to support development and implementation.

Portfolio: https://www.sarahbuxd.com/indykite

TOOLS & TECHNOLOGIES

Design & Prototyping: Figma, Figma Make, FigJam, Miro, Subframe, Adobe XD

Design Systems: Ant Design, Storybook, Figma Variables, Component Libraries, Tokens.

AI & Development: ChatGPT, Base44, HTML5, CSS3, JavaScript.

Collaboration & Project Management: Jira

EDUCATION

Professional Degree in UX Design 2021 – 2022

Noroff

Front-End Development Certification 2021

SheCodes

Bachelor of Arts (Honors) in Music, 2:1 2015 – 2018

Liverpool Institute for Performing Arts

ADDITIONAL

Language — English (Native), Norwegian (A2)

Interests — Weightlifting, Running, Bouldering, Songwriting, DND, Cooking, Arts & Crafts

Currently learning — Norwegian, DM-ing, Weightlifting, Bouldering

Technology — AI, Emerging Technologies, Creative Technology