



Sarah Bailey

UX Lead

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[Linkedin profile URL](#)

Profile

UX Lead specialising in KYC, AML, and digital signing products. Experienced in simplifying complex compliance workflows into intuitive, user-centred experiences. Strong background in research, prototyping, usability testing, and cross-functional collaboration.

Experience

UX Lead · ECIT

February 2025 - Current

- Lead UX for ECIT's KYC and Sign products, designing onboarding, risk assessment, identity verification, and digital signing workflows.
- Translate complex compliance and business requirements into intuitive user experiences.
- Conduct user research, usability testing, and workshops to validate solutions and drive product improvements.
- Create wireframes, prototypes, and end-to-end user flows aligned with business and user needs.
- Collaborate closely with developers, product managers, sales, compliance, and CX teams throughout delivery.
- Drive iterative improvements based on user insights, operational feedback, and product priorities.

UX/UI Designer · IndyKite

January 2023 - January 2025

- Designed and prototyped UX/UI solutions for complex platform products.
- Led user research and delivered solutions from concept to launch.
- Collaborated closely with developers and stakeholders throughout the design process.
- Created detailed design specifications and implementation guidance.

UX/UI Design Intern · Metaito

June 2022 - Decemeber 2022

- Supported product development from concept to production.
- Contributed to feature prioritisation and product discussions.
- Worked in a small cross-functional team with a mobile-first focus.

Portfolio Website

www.sarahbuxd.com

Specialities

User Experience

User Interface

KYC/AML

RegTech Design

IAM / CIAM Design

UX Writing

Wireframing

Prototyping

User Testing

Design Systems

Ideation Workshops

Basic Front End

Tools/Technologies

Figma

Miro

Subframe

Adobe XD

HTML5

Javascript

Adobe After Effects

JIRA

Storybook

Hobbies

 Music

 Tech Enthusiast

 Running

 Swimming

 Cooking

 Sailing

 Bouldering

 Art & Craft

Education

Professional Degree - UX Design

Aug 2021 - June 2022 · Noroff

This programme balanced both the practical and theoretical applications of UX. I developed skills and competence in research and insight, wireframing and prototyping, usability testing, interaction and design principles. The programme largely comprised of practical assignments, working with industry-specific tasks.

SheCodes Certification - HTML, CSS & Javascript

February 2021 - Aug 2021 · SheCodes

This programme was a coding bootcamp which taught basic to intermediate HTML, CSS and Javascript. It was a project based course where I developed my logic and problem solving skills. My [final project](#) consisted of a weather app using HTML, CSS and Javascript.

Bachelor (Hons) 2:1 - Music

Sept 2015 - June 2018 · Liverpool Institute of Performing Arts

This was a practice-based, industry-focused course where I focused on sound technology, music business, songwriting and performance. I developed skills in creativity and team work, allowing me to work within creative projects and idea development.

Projects

Some portfolio projects are password protected due to IP restrictions and confidentiality agreements. Access can be provided upon request.



ECIT SIGN

[Project Link](#) ↗

Web Application

Redesigned the document signing workflow to improve usability, reduce friction, and give users greater control when preparing documents for signature. Focused on signature placement, signer guidance, and simplifying complex multi-step interactions.



ECIT KYC

[Project Link](#) ↗

Web Application

Designed and improved risk assessment workflows for KYC and AML processes. Focused on helping users review customer data, assess risk confidently, and complete compliance tasks through clearer guidance, structured workflows, and improved usability.



IndyKite

[Project Link](#) ↗

Web Application

IndyKite enables organizations to unify identity and business data into an operational data layer that supports complex and sophisticated use cases.

Languages

English (Native)

Norwegian (A2)