

Hi, I'm Irani Sangham,

# I'm a user experience designer.



I love making things look delightful for people to look at. I believe that if people find something beautiful, they absorb the information easier and stay engaged, which allows them to hold more value to the content they are ingesting. By harnessing creativity, I use design to fit purpose and function to solve complex business problems.

## Degrees

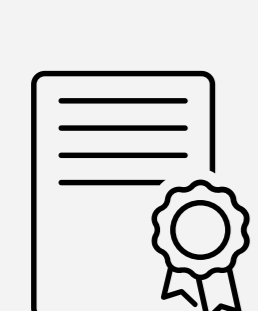


Mphil specialising in inclusive innovation  
GSB(Graduate school of business), University of Cape Town 2014 - 2015

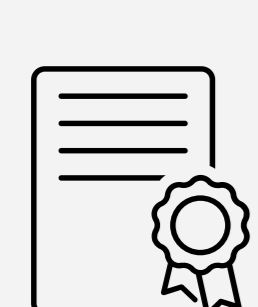


BA in brand communications, specialising in multimedia design  
Vega, the brand communications school 2007-2009

## Certificates and courses



Certified Usability Analyst - certified in best practises  
Human factors International - 2012

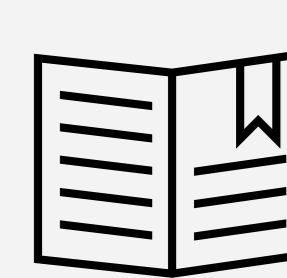


Designing the Mobile User experience  
Human factors International - 2013



Design Thinking Foundational course  
d.school UCT - 2016

## Published academic papers



Moving the Focus to the User: Personas for Rural Area Users of Digital Services  
International Business Conference - Co-Author 2015



Phenomenological Inquiry into Ontological Design  
International Conference on Design Principles and Practices - Co-Author

## Skillset

Design (Sketch/ Adobe suit)

Prototyping (Axure/UXPin)

Front-end (html & css)

Interaction (Invision/principle)

## My day job mostly consists of:

### Design Thinking

- Innovation
- Business model innovation
- Strategy and creative development
- Branding
- Brand development

### Information design

### User-centered design

- Service design
- Interaction design
- Product design

## Where I've worked

**Luno** Senior Product designer

April 2018 - current

**Allan Gray** Senior UX designer

August 2016 - April 2018

**Cape Town Creative Academy** Design Thinking Lecturer

First term | February 2017 - Current

**Western Cape Government** Senior UX Architect

March 2014 - August 2016

**Flow interactive** UX Designer

May 2013 - February 2014

**Chillisoft Solutions** UI/UX Designer

May 2011 - April 2013

**Earth-touch** Online digital Designer

November 2009 - December 2010

## Who I've worked with

**Lindie Cilliers**

Head of design | Allan Gray  
082 467 7617

**Schalk Vorster**

Product owner | Amazon web services  
072 765 2550

**Marco Pretorius**

Head of design | Western Cape Government  
072 240 6200

## I would love to hear from you!

Get in touch with me

0846 2222 12  
iranisangham@gmail.com

Have a look at my work

www.iranisangham.com

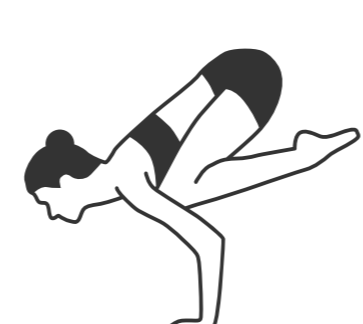
## Some other things I really love



SHAOLIN KUNG FU



SCIENCE FICTION



YOGA



NATURE



BOARD GAMES



REALLY BAD JOKES