



Sacha Sedriks

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Experience

Jun 2016 - Jun 2017
London

BBC

Head of UX BBC Research & Development

Co-managed a cross-disciplinary team of 25+ people (including 4 UX Designers). Lead strategic design thinking and research to prototype the future of media. <http://bit.ly/What-Is-IRFS>

May 2014 - Jun 2016
London

Product Design Manager BBC LIVE

Co-managed a cross-disciplinary team of 20+ people (including 3 UX Designers) involved with our 'BBC LIVE' digital events service, which offers second-screen experiences for BBC News, Sport, Music, Radio and Television events.

May 2010 - May 2014
London

Product Design Manager BBC Radio & Music

Co-managed a cross-disciplinary team of 40+ people (including 10 UX Designers) and partner agencies to produce BBC Radio & Music digital services.

Jun 2007 - May 2010
London

Senior UX Designer BBC Radio & Music

Lead user experience designer for BBC Radio & Music website ecosystem.

AKQA

Art Director

Apr 2005 - Dec 2005
New York City

Created websites, campaigns and pitches for the following clients: BMW, Estée Lauder, Coca-Cola, Xbox 360, ESPN, Wieden+Kennedy, ABC Network.

R/GA

Senior Interaction Designer

Jun 2003 - Jul 2004
New York City

Created websites and digital campaigns for Nike, Purina, Art Directors Club, Bank of America.

artificialArea

Freelance Visual & Interaction Designer

Jun 2000 - Jun 2007
San Francisco
& New York City

As independent contractor created websites and digital campaigns for the following agencies and clients: Razorfish, TBWA, iDeutsch, Goodby, Silverstein & Partners, Firstborn Multimedia, The Barbarian Group, Reuters, Museum of Modern Art, New York Magazine, Wired.com, Hewlett Packard, Microsoft, Yahoo, Terra-Lycos, Nextel, MCI, Revlon, Showtime, among others.

Razorfish

Interaction Designer

May 1999 - Jun 2000
San Francisco

Created websites for various clients prior to them vanishing after the dot.com bubble burst.

Talks

2015

Introducing BBC LIVE

<https://vimeo.com/232965522> As part of 'BBC Digital Open Day', provided an overview of the nascent BBC LIVE service and the guiding principles of UX&D "One Service" that informs both the design and development process.

2014

Moving toward Lean UX

<http://bbc.in/1TH8vfr> BBC Academy hosted a talk by the pre-eminent evangelist of Lean User Experience, Jeff Gothelf. In an accompanying video documenting the talk, I was interviewed for my thoughts about applying Lean UX principles within the BBC.

BBC Playlist: What lies beneath the Surface/Service?

2014

<http://bit.ly/2jegxzE> Presented at the British Library for their "Keeping Tracks" event, a one day symposium on music and archives in the digital age.

BBC UX&D 'Behind the Scenes'

2013

<https://vimeo.com/165743070> A promotional video, featuring myself and team in Radio & Music.

Honors

27 Awards

Recipient of numerous awards for my work from Cannes Cyber Lion, Clio, AIGA, One Show Interactive, Communication Arts, UXUK, Sony Radio Academy, Broadcast Digital, Lovie, as well as Webby nominations.