

Ismael Bashagha

ismaelbashagha.com

ismaelbashagha@gmail.com

UK: +44 771 7871 796

Education

Shillington College · 2018

Design and Visual Communication

University of Sheffield · 2011 – 2015

MEng Mechanical Engineering · 1st Class

McGill University · 2013 – 2014

Engineering (Study Abroad)

Awards

BIMA · 2021

BIMA10 Winner · COVID-19 Testing Apps

Shillington College · 2018

Shillington Design Scholarship

University of Sheffield · 2015

Sheffield Graduate Award

University of Sheffield · 2013

Engineering Alumni Scholarship

Tools

Illustrator	Figma
Photoshop	Framer
InDesign	Webflow
After Effects	Notion
Premiere Pro	HTML
Keynote	CSS

Skills

Product design: sketching, wireframing, high-fidelity design, prototyping, motion design, accessibility, style guides, copywriting, AI-assisted design

Visual design: branding, print design, editorial design, art direction, infographics

Research and testing: personas, diary studies, surveys, site visits, interviews, user journeys, rapid prototyping, testing facilitation

Product thinking: customer strategy, feature prioritisation, experimentation

About

I'm a product designer with over 10 years of experience building accessible, scalable experiences backed by data and driven by real user needs. I work end-to-end—from research and prototyping to polished UI—collaborating across product, tech, and research to ship work that's both thoughtful and measurable.

Outside of work, I refresh my creativity through baking, pottery, and getting outdoors whether snowboarding, cycling, or climbing.

Professional Experience

Housebets · Aug 2025 – Present

Founding Head of Design

- Joined Housebets as the founding designer, leading the rebuild of the entire customer-facing platform across desktop and mobile.
- Audited the product surface by surface and rebuilt the design system, creating a scalable library supporting 20 languages.
- Introduced an AI-assisted design-to-code workflow, taking work from Figma through to production and personally merging 205 pull requests.
- Established the design function from scratch, introducing new workflows, hiring frameworks, and building the design team.

Amazon · Apr 2021 – Aug 2025

Senior UX Designer · Amazon Autos · Jan 2023 – Aug 2025

- Joined Amazon Autos as one of the founding designers on this 0→1 initiative to bring car sales to Amazon.
- Designed, tested, and delivered end-to-end experiences across the car buying journey, including checkout, trade-in valuation, pricing, and scheduling.
- Helped scale the design team from 3 to 18 designers, leading hiring interviews, onboarding processes, and providing ongoing mentorship.
- Led junior designers supporting my workstream.
- Contribute to design operations and strategy, writing guides on running effective design teams and establishing team processes.
- Became an Accessibility Bar Raiser (ABR).

Senior UX Designer · Amazon Payments · Apr 2021 – Jan 2023

- Led end-to-end design for Amazon Barclaycard, owning user research, UX, and visual design from concept to launch.
- Designed the complete customer experience across acquisition, application, onboarding, and card management.
- Partnered with agencies to develop the credit card's name and brand identity, and personally designed the physical card.
- Established new UX standards for form design adopted across Amazon teams.

Deloitte Digital · Sep 2015 – Apr 2021

Senior Product Designer · Apple + Deloitte Alliance

- Led design for the NHS's COVID-19 Testing apps, from early ideation at the start of the pandemic to multiple iOS launches.
- As part of the Apple + Deloitte Alliance, led iOS app design to bring consumer-quality experiences to enterprise clients.
- Collaborated with Apple's designers to find creative solutions to user needs while ensuring designs adhered to their Human Interface Guidelines.
- Led teams of junior designers and worked with business analysts, engineers, and product owners.