

Sasha Rasovic

Principal Product Designer

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Professional Summary

I bring 15+ years of enterprise product design experience, including 8 years leading design teams as a hands-on player-coach. At Vecna Technologies, I served as Creative Director, founded an internal UX research studio, and authored the enterprise design system and Section 508/WCAG framework governing multiple product lines, behind a redesign deployed to 154 medical centers that cut a 40-minute process to 2 minutes. At Lokavant I built the Figma design system that cut delivery time from 3 weeks to 3 days, and at CipherBio a platform rebuild raised app usage 130%. Proven expertise leading design teams and systems that raise quality and accelerate delivery.

Employment History

RedBand Studio, Cambridge, MA (Hybrid)

Sep 2019 - Present

Principal Product Designer, Consultant

- Directed redesigns of complex B2B SaaS products; led product strategy, UX/UI, front-end design, design systems, and GTM transformation for startup and growth-stage companies.
- Replaced an Excel-based business planning tool for Philips with a cloud platform for scenario modelling and analytics, designing interactive tables, dashboards, and replacement schedules.
- Bridged mechanical engineering and software teams by designing dual-context IoT monitoring experiences for Wintriss Press Machinery; optimized information visibility for instant factory-floor response and detailed desktop/mobile analysis.
- Modernized ConnectPay's payroll platform without disrupting customer trust and workflows by redesigning the web application around legacy familiar spreadsheet experiences and introducing new data capabilities.
- **Selected Clients:** Philips, Wintriss, Amy Edmondson (Harvard Business School).

Key Skills Applied:

Lokavant (acquired by PilotProof), New York, NY

Jan 2024 - Aug 2025

Principal Product Designer

- Improved clinical trial reporting and user adoption by redesigning research workflows, simplifying fragmented information architecture and UI while earning trust from partner organizations via workflows aligned with established evaluation practices.
- Reduced sales demo build time from 3 weeks to 3 days by rebuilding the front end in React and creating a Figma-based demo environment; enabled rapid investor and client demos.
- Raised Lokavant.com CTR to 36.71% in 2024, up from a 12% average, through integrated UX/UI, brand, and marketing design improvements.

Key Skills Applied:

CipherBio, Remote

Jan 2020 - Aug 2024

Principal Product Designer

- Transformed a platform with zero revenue, near-zero real usage, no pricing model, and no unified brand to ~80% YoY sales growth; increased digital sales by 67%, boosted app usage 130% and user engagement 3X within 8 months via end-to-end SaaS platform rebuild; collaborated across Product, Marketing, and Sales.
- Created actionable dashboards that turned complex funding data into clearer decisions, introduced tiered access throughout the product, and built a reusable Angular Material front end with Highcharts and Tableau.
- Increased app usage by 130% and user engagement by 300% within eight months, supporting growth to 600+ paid users.

Key Skills Applied:

Mossettes Technologies, Washington, DC

Jun 2016 - Oct 2019

Head of Design & Marketing

- Expanded design impact across E-Commerce and Digital Media, advising LOLI Beauty and 15min Group on UX/UI and go-to-market strategy while helping companies build and hire effective design teams.
- Designed Immigration Planner, a branching-logic web application with intelligent green-card forms that guided immigration applicants step by step while preventing filing errors and contradictory responses that commonly delayed non-native speakers.
- Improved applicant self-service and planning by developing NLP-powered chatbot experiences that estimated green card interview timelines via predictive analysis; enabled users to better plan their future.

Vecna Technologies, Cambridge, MA

Aug 2011 - Aug 2016

Creative Director (UX, UI, Accessibility)

- Reduced VA patient check-in from ~40 minutes to ~2 minutes by leading the redesign of a self-service kiosk deployed across 154 VA medical centers serving 16 million veterans; replaced a 27-step workflow with an accessible, human-centered experience; aligned UI/UX with Meaningful Use accessibility compliance.
- Transformed patient experience via human-centered design by founding an internal UX research studio; embedded multi-disciplinary teams alongside VA staff to uncover workflow and physical barrier issues.
- Cut veteran travel-reimbursement wait times from 3 hours to about 1 minute at the West Virginia location by designing a self-service kiosk workflow that defused waiting-room conflicts and freed up staff time.
- Established enterprise UX and accessibility standards by building a front-end design system and Section 508/WCAG-compliant healthcare UI framework, standardizing responsive design across product lines, and mentoring designers in best practices.

Skills

DESIGN

UX/UI Design | Product Architecture | Design Systems | Information Architecture | UX Research (Interviews, On-Site Field Research, Workflow Analysis) | Usability Requirements | Wireframes | Prototyping | User Flows | Dashboard & Workflow Design | Data Visualization | B2B SaaS Design | Accessibility (Section 508/WCAG) | Conversational UX (NLP-Assisted Chatbot Flows) | Front-End Collaboration (Angular Material, HTML/CSS) | Figma | Highcharts | Tableau | Adobe Creative Suite | API-Heavy Environments

LEADERSHIP

Product Design Leadership | Cross-Functional Team Leadership | Design Strategy & Product Vision | Stakeholder Communication | Designer Mentorship | Creative Direction | Product Ownership & Co-Founder Experience | Design System Standards & Governance | Discovery-Delivery Alignment | Partnering with Marketing & Sales

Education

Middlebury College
Bachelor of Arts, Literary Studies

Languages

English
Italian
Montenegrin (Serbo-Croatian)

Early Career

MIT Media Lab / Sourcemap
Endeca (acquired by Oracle)
Served clients such as the World Bank, WebMD, GE, Raytheon in agency environments