

Savić (Sasha) Rašović

Principal Product Designer

Turns complex products into durable systems by simplifying workflows, clarifying data, and building reusable components that scale.

CORE EXPERTISE

- **Data-heavy B2B SaaS:** workflows, dashboards, permissions, operations.
- **Design systems:** reusable patterns from Figma to production.
- **Regulated UX & accessibility:** WCAG, Section 508, healthcare, compliance.
- **Growth & GTM:** funnels, landing pages, campaigns, experimentation, analytics.

EXPERIENCE

Principal Product Designer

Lokavant - clinical trial forecasting and trial operations platform

2018–2019; 2024–2025 · New York, NY (Hybrid)

- Led redesign of CRA/CRO workflows during platform consolidation, simplifying trial reporting and unifying fragmented IA and UI.
- Reworked legacy wizards and dense data grids into task-based forecasting flows and power-user dashboards, improving interpretation and decision speed.
- Built a Figma design system used across product and sales demos, cutting demo build time from 3 weeks to 3 days.
- Partnered with marketing on landing pages and funnel redesign, raising LinkedIn ad CTR from 12% to 37% in one quarter.

Principal Product Designer / Co-Founder

RedBand - full-stack software engineering, product, and brand design studio

2019–Present · Cambridge, MA (Hybrid)

- Embedded with startup and growth-stage teams to redesign complex B2B SaaS products across workflows, dashboards, design systems, and GTM touchpoints.
- Led product, UX/UI, and front-end direction inside lean teams, aligning discovery, delivery, and growth priorities.

CipherBio (SVB-backed life sciences intelligence platform)

- Led redesign of product architecture, workflows, and UI system for a life sciences funding platform, using interviews and workflow analysis to refine onboarding, pricing, value proposition, and critical flows.
- Shipped a component-based front end in Angular Material with data visualization in Highcharts and Tableau.
- Helped drive ~80% YoY sales growth, +67% digital sales, +130% app usage, and +300% engagement in 8 months.
- Generated \$200K+ subscription revenue, drove ~90% of inbound leads, and reduced CPC from \$269 to \$23.

Selected Clients: BYTE51, ConnectPay, Philips, Wintriss, Amy Edmondson (Harvard Business School).

Product, Design & Marketing Lead

Mossettes Technologies - product design and digital strategy studio; creator of Immigration Planner 2016–2019 · Washington, DC (Hybrid)

- Led product strategy and UX for consumer SaaS tools spanning planning, guidance, and self-service experiences.
- Designed Immigration Planner, a branching-logic web app that turned a complex legal process into guided, step-by-step workflows.
- Created NLP-assisted chatbot flows for immigration planning and timeline guidance, improving self-service and reducing routine support needs.

Creative Director

Vecna Technologies - healthcare technology and robotics (health portals, kiosks, autonomous robots) 2011–2016 · Cambridge, MA

- Directed UX, UI, accessibility, and Meaningful Use compliance for VA self-check-in platforms, leading cross-functional design and engineering teams.
- Helped deploy a redesigned VA self-check-in kiosk across 154 medical centers and thousands of CBOCs, reducing typical check-in times from ~40 minutes to ~2 minutes at rollout sites.
- Built design system standards and usability requirements under Section 508/WCAG and Meaningful Use constraints, standardizing responsive design across product lines.
- Conducted on-site UX research with staff and patients, mentored designers, and fed field insights into agile product improvements.

EARLIER EXPERIENCE

MIT Media Lab / Sourcemap (2010–2011), **Endeca** (2007–2009), **PowerSteering** (1998–2004) - enterprise web platforms, data-heavy interfaces, and client work for organizations including World Bank, WebMD, GE, and Raytheon.

NONPROFIT & CULTURAL WORK

Founder, 13jul - educational projects for the Montenegrin diaspora (2022–Present).

Co-Founder, iKatun and The Institute for Infinitely Small Things - new media art/tech nonprofit exhibited at MFA Boston, ICA, deCordova, Eyebeam (2000–Present).

Co-Founder & Chief Editor, Montenegro.com and MNNews - early digital publishing and multilingual online news; featured in Wired and The New York Times.

EDUCATION

Middlebury College - BA: Literary Studies, Oral Tradition, Italian (1995–1998).

Languages: English, Italian, Montenegrin (Serbo-Croatian).