Veronika Vakker

Senior UX Designer & Team Lead @Sage

Based in London, UK

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V/V Design portfolio veronikavakker.com

Summary

- B2B SaaS Product Design Leader with a proven record of delivering end-to-end customer-centric product experiences that drive adoption, satisfaction, and business impact.

- Skilled in human-centric design, accessibility, and developing scalable, highly customisable white-label solutions.

- Lead an XD Innovation & Improvement team, driving design innovation, AI adoption, and consistent practices for 150+ design specialists.

Sage

Sage is an FTSE 100-Listed Global Leader in Enterprise Software.

Sage People is a global cloud Talent acquisition, HR, and Payroll management system designed for multinational organizations between 200 and 5000 employees.

Senior UX Designer at Sage People   London, Jun 2022 - Present

Lead UX for Sage People (£26M ARR), directing the end-to-end redesign of a highly customisable, Salesforce-based, white-label HR suite with 500k end users. Redesigned core modules — including homepage, navigation, employee profile, time off, feedback, objectives, organizational chart and more — driving a 21-point rNPS increase (from -15 to +6) and 25% higher UX satisfaction.

Team Lead of XD Guardians (team of 6 designers)   London, Jul 2025 - Present

Dedicate 20% of my time to leading the XD Innovation & Improvement team, whose mission is to enhance design practices for 150+ design specialists by embedding AI tools, developing workflow solutions, and ensuring consistency and quality across the organisation.

Futuresignt

A boutique design studio and innovation consulting company.

UX Designer   London, 2021 - 2022

Lead UX, delivering B2B, e-commerce, and social media projects end-to-end while wearing multiple hats across product, content, research, and client engagement.

Oliver Wyman

Global Management Consulting Firm

Senior Consultant In Data Analytics And Finance   London, 2017 - 2021

For Top-30 global banks, designed and developed advanced analytical products and digital solutions in Data Analytics.

Education

MSc In Mathematics • Moscow State University • Sep 2011 - Jul 2017

MS In Finance • New Economic School • Sep 2016 - Jul 2017

UI/UX Design Bootcamp • Springboard (Certificate) • Apr 2021 - Nov 2021

Web Accessibility Course • Deque University (Certificate) • Sep 2023 - Sep 2024