

# SASHA WILLINS

## UI/UX Designer

I'm a user-centered ux designer with visual chops. I harness my empathy to balance user and business goals, strategizing experience from branding to dashboard. I love working on teams, as I believe user experience design can't be created in a vacuum.

### Skills

- User Research
- Persona Synthesis
- Mental Models
- Sketching
- Rapid Prototyping
- Interaction Design
- Usability Testing
- Heuristic Evaluation
- Wireframing
- HTML/CSS
- Illustration
- Photography
- Branding / Logo Design

### Tools

- Adobe Photoshop
- Adobe Illustrator
- Sketch
- Omnigraffle
- InVision
- Flinto
- PopApp
- Sublime
- Paper and pens

### Education

- General Assembly
  - UX Design Immersive
- San Jose State University
  - Illustration/Design

### Projects *Completed during the UXDi program at General Assembly.*

**Content Mutual** *2.5 week client-facing team project* May 2015  
 Redesigned a content-sharing platform to reflect user needs.  
 Conducted user research via interviews, comparative analysis, mental model, and persona development.  
 Created interface designs for a new user flow.

**Marin Bicycle Company** *2 week team project* Apr 2015  
 Led the research and development of a mobile app designed to remove the barriers to entry to mountain biking as a hobby.  
 Conducted user interviews, designed a userflow, and created a prototype.

**PartyCity** *2 week individual project* Mar 2015 - Apr 2015  
 Created an innovative interface for planning children's parties.  
 Conducted user research, competitive analysis, and usability testing on a prototype.

**DoggieWalks** *1 week individual project* Mar 2015  
 Designed a mobile app that provides on-demand emergency dog walking.  
 Conducted user research, competitive analysis, and usability testing..  
 Created a paper prototype.

### Prior Work Experience

**Freelance UI and Identity Design** July 2010 - present  
 Clients included: ReveNoir iPhone Game, DreamEngine Editor, Grub.ly, Geogad, ActivityHero, and others.

**DTSJ.info** Dec 2013 - Sep 2014  
 Part of UX team creating an events website for Downtown San Jose.  
 Responsible for visual design, ui wireframes, and interaction design.

**Chez JJ Hacker Hostel** Apr 2012 - Jun 2014  
 In charge of San Francisco operations.  
 Founded two locations.  
 Interfaced with local hacker schools and placement organizations.  
 Built community through guest selection and weekly events.

**Verdigris Technologies** Jan 2012 - Jul 2012  
 Designed website and marketing materials.