

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

Tools

- Adobe Photoshop
- Adobe Illustrator
- Sketch
- Flinto
- InVision
- Zeplin
- Red Pen
- PopApp
- Sublime
- Paper and pens
- Whiteboard

Education

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

Work Experience

Juxta Labs June 2016 - present

Product Designer
Responsible for user research, interaction design, prototyping, visual design.

Freelance UI and Identity Design July 2010 - June 2016

Clients included: Anchor Health, ReveNoir iPhone Game, DreamEngine Editor, Grub.ly, Geogad, ActivityHero, and others.

FiveStars Loyalty Aug 2015 - Dec 2015

Experience Design Intern.
Providing everything from ux research to high fidelity mock-ups for various projects within the company.

General Assembly Sept 2015 - Dec 2015

Designer in Residence for UXD course for 3 separate courses.

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

“Captain” in charge of San Francisco operations.
Interfaced with local hacker schools and placement organizations.
Built community through guest selection and weekly events.

Verdigris Technologies Jan 2012 - Jul 2012

Visual Designer.
Designed website and marketing materials.

Outdoor USA Magazine Sept 2011 - Dec 2011

Layout Designer.
Helped to lay out the contents of the magazine

Volunteering

UX Mentor for Cascade Sept 2014 - present

Offering 20 minute ux feedback to people attending UX Night events.

Design Mentor for Hack the Future 2013 - present

Helped to teach kids design fundamentals.