

# SASHA WILLINS **Lead Product Designer**

A **systems thinking** product designer with a passion for **mentoring** junior designers. I love working on **teams**, as I believe user experience design can't be created in a vacuum.

## Skills

- UX Strategy
- Systems Thinking
- Qualitative User Research
- Quantitative User Research
- Usability Research
- Interaction Design
- UI Design
- Design Mentorship
- Understanding of CSS/HTML
- Understanding of accessibility
- Illustration
- Iconography
- Photography

## Tools

- Sketch
- Abstract
- Flinto
- Adobe CC
- Zeplin
- Paper & Pencil
- Whiteboard
- Tools are easy to learn

## Education

- General Assembly  
*UX Design Immersive*
- San Jose State University  
*Illustration/Design*
- NNG Conference, 2019

## Work Experience

**Director of Product Design** *Swing Education* May 2018 - Mar 2022

- Founding Designer
- Integrated Product Design into the dev process
- Brought User Research to the company
- Managed 1-2 other designers, providing mentorship and coaching
- Contributed as an IC
- Strategic thought partner to product

**Product Designer** *Juxta Labs* June 2016 - March 2018

- Shipped 3 apps in 1 year
- Conducted extensive user research which informed product strategy
- End to end design, from concept to polished mocks

**Freelance UI and Visual Designer** July 2010 - June 2016

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

**Experience Design Intern** *Five Stars Loyalty* Aug 2015 - Dec 2015

- Worked on new internal tooling for Customer Support
- Worked on new cashier-facing app for tablet

**UX Design Mentor** *General Assembly, DesignLab* 2015, 2019

**Hacker Hostel Owner** *Chez JJ Hacker Hostel* Apr 2012 - Jun 2014

**Layout Designer** *Outdoor USA Magazine* Sept 2011 - Dec 2011

## Volunteering

**UX Mentor for Cascade** Sept 2014 - 2019

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

**Design Mentor for Hack the Future** 2013 - 2019

- Helped to teach kids design fundamentals.