

Tatiana Shashkina

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Portfolio: <https://tatianashashkina.com/>

SUMMARY

Experienced visual designer dedicated to crafting digital solutions at the forefront of innovation. Possessing a UX/UI Design certification from the University of California Berkeley, I excel in creative collaboration and overseeing projects from inception to execution. Valued for my adeptness in research and contemporary design aesthetics, I bring a unique blend of skills to any team.

TECHNICAL SKILLS

Languages: HTML, CSS, JavaScript

Tools: Figma, Miro, Trello, Google Workspace, WordPress, Framer, GitHub, Visual Studio Code

Design Principles & Methods: Quantitative/Qualitative Research and Analysis, SWOT Analysis, Accessibility, Responsive Design, Heuristic Analysis; Affinity Mapping, Empathy Maps, User Insights, Problem Statement, Value Proposition, UI Analysis, Content Inventory, Atomic Design, UI Heuristics; Prioritization Matrix, MoSCow Method, UX Storytelling, Storyboarding, Style Guide, Moodboards, Color Theory, Iconography, Typography, Wireframing, Lo-Fi to Hi-Fi Clickable Prototyping, User Flows, Interaction Design; Usability Testing, Iterations, A/B Testing, Developer Handoff

PROJECTS

Brewly App | <https://tatianashashkina.com/portfolio/brewly-coffee-app/>

- **Summary:** Brewly - is an app designed to provide knowledge about coffee and connect users with the ideal coffee beans tailored to their individual tastes. The aim of this project was to choose a (local/global) cause and execute a high-fidelity clickable prototype and code one to three responsive webpages through FE development.
- **Skills/Technologies Used:** Quantitative/qualitative research & analysis, persona creation, empathy map, user insight, competitive/SWOT analysis, feature prioritization matrix, user flow, wireframing, moodboard, styleguide, prototyping, in-person user testing; Figma, Miro, GitHub, Visual Studio Code, Google Workspace, Notion.
- Conducted comprehensive UX research using quantitative and qualitative methods.
- Created personas, empathy maps, and user insights to guide design decisions.
- Utilized competitive and SWOT analyses to identify market opportunities.
- Prioritized features using a feature prioritization matrix.
- Designed user flows, wireframes, and high-fidelity prototypes in Figma and Miro.
- Facilitated in-person user testing sessions to gather feedback and iterate designs.
- Contributed to front-end development efforts, coding responsive webpage using Visual Studio Code and GitHub.

Dream Center Redesign | <https://tatianashashkina.com/portfolio/dream-center/>

- **Summary:** The Dream Center is a non-profit organization based in Los Angeles, California. Its mission is to offer hope and support to people facing challenges such as homelessness, poverty,

addiction, and lack of education. The goal of this project was to redesign the Dream Center's website with a focus on the information architecture improvements.

- Skills/Technologies Used: Quantitative/qualitative research & analysis, persona creation, usability heuristics, accessibility test, empathy map, competitive analysis, feature prioritization matrix, journey map, storyboarding, content inventory, card sorting, information architecture, site mapping, user flow, wireframing, moodboard, styleguide, prototyping, remote user testing; Figma, Miro, Trello, Google Workspace.
- Conducted thorough research, including usability heuristics and accessibility tests, to understand user needs.
- Developed detailed personas and empathy maps to empathize with the diverse user base of the Dream Center.
- Analyzed competitors and prioritized features using a feature prioritization matrix.
- Designed and implemented a new information architecture, including site mapping and user flows, to enhance navigation.
- Created wireframes and prototypes in Figma, incorporating feedback from users.
- Established moodboards and style guides to ensure consistency and visual appeal.
- Facilitated remote user testing sessions to validate design decisions and iterate on the design.

F is for Food App | <https://tatianashashkina.com/portfolio/f-is-for-food/>

- Summary: F is for Food - is an app created to offer users an engaging and straightforward way to learn about nutrition, a collection of renowned chef recipes, and an implemented rewarding system that encourages consistency and motivation among users. The goal of this project was to research, prototype, test, and validate an idea for a brand-new mobile application, with the aim of addressing a real, clearly identified need in users' everyday lives.
- Skills/Technologies Used: Quantitative/qualitative research & analysis, persona creation, empathy map, user insight, competitive analysis, feature prioritization matrix, user journey map, storyboarding, task flow, user flow, wireframing, prototyping, in-person user testing; Figma, Google Workspace, Trello.
- Conducted extensive quantitative and qualitative research to understand user behaviors and preferences related to nutrition and healthy eating.
- Created detailed personas and empathy maps to empathize with users' motivations, challenges, and goals.
- Conducted competitive analysis to identify market trends and opportunities for differentiation.
- Utilized a feature prioritization matrix to determine key functionalities and prioritize development efforts.
- Developed user journey maps and storyboards to visualize the user experience and identify pain points and opportunities for improvement.
- Designed task flows and user flows to streamline the navigation and interaction within the app.
- Created wireframes and prototypes using Figma, iterating based on feedback from in-person user testing sessions.

EDUCATION

Certificate, UX/UI Design:	University of California, Berkeley Extension, Berkeley, CA	June, 2024
Associate of Arts in Economics:	City College of San Francisco, San Francisco, CA	2013-2017
High School Diploma:	Russian School #2, Moscow, Russia	2011