

Sasha Solovyeva

Product Designer / Design Technologist

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sashasolovyeva.com

Education

New York University '21, Bachelor of Science, GPA 3.9

Major in Media, Culture, and Communication / Joint minor in Computer Science and Mathematics

Distinctions and Awards: Summa Cum Laude, Outstanding Honors Thesis Award

Experience

Design Technologist Intern | National Public Radio (NPR)

Oct 2021 - Apr 2022 | Washington, DC (remote)

- Analyzed A/B test results and developed wireframes for the home page of [NPR.org](https://www.npr.org) for 17 mil. monthly visitors
- Reimagined the UX of story pages on [NPR.org](https://www.npr.org) with the Director of Product Design
- Maintained design system of SVG assets and colors on the web
- Prototyped multi-platform [design tokens](#) with Figma, node.js, and Style Dictionary, speeding up the design system workflow by 90%
- Developed color blindness-accessible color palettes for presentations shown weekly to 1,200 employees
- Collaborated with the music team to build a prototype of a 3D VR [Tiny Desk listening experience](#)

Program Assistant | Deutsches Haus at NYU

Aug 2021 - Current | New York, NY (remote)

- Re-designed [event flyers](#) to reflect the visual style of Deutsches Haus and increase accessibility
- Developed a [Java code](#) to fix grammar errors in subtitles

Lab Assistant / Web Development Lead | NYU MediaLab

Dec 2019 - May 2021 | New York, NY

- Oversaw design and development of the Lab's website used by >1,000 students and faculty, developed wireframes and user flows in InVision
- Prototyped UI and UX of new webpage formats, i.e., [a digital archive of student work](#)
- Ensured compatibility of new webpages with WCAG accessibility standards
- Led Adobe and front-end development workshops for 20-50 students weekly

Communications Intern | thyssenkrupp Elevator

May - Aug 2019 | The Netherlands

- Conducted user interviews on a new version of the company's website with 6 regional managers
- Managed the project of rolling out of the new website in 5 countries with the product team
- Increased the reach of an internal newsletter by 70%, to >500 employees in 10 countries

Visual Journalism Intern | Radio Free Europe / Radio Liberty

Sep - Dec 2018 | Czech Republic

- Pitched and produced 3 infographics/videos with the visual journalism team

Skills

Design tools

Figma, Sketch, InVision; Adobe Photoshop, Illustrator, InDesign, Premiere Pro, XD

Primary coding tools

HTML/CSS, JavaScript, node.js, jQuery, React, p5.js

Other code

Java, Python, Processing, Unity, A-Frame, AJAX, PHP, Three.js, Git, GitHub

Languages/other

Russian, German, JIRA, Datadog, WordPress, optimizely

Projects

Mash Up Like the Masters | JS, p5.js, PHP, AJAX

Fall 2020 | sashasolovyeva.com/mashup/

An app that lets the user learn about 20th century art through interactive collages.

- Prototyped UI and UX in Figma
- Introduced new features based on user research, i.e., custom backgrounds and a public gallery