

Masha Andreyeva, product designer.

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Education

UC Berkeley | 2013 - 2017

B.A. in Cognitive Science

focus: Human-Centered Design

Skills

user research
usability testing
insight synthesis

wireframing
rapid prototyping
iterating, iterating, iterating

Invision
Illustrator
Photoshop
InDesign
Adobe XD

talking to engineers
working with people
goofing appropriately

Work Experience

UI & UX Design Intern @ Agnes.io Washington, D.C., Berkeley, CA | Summer 2016

Starting with a blank artboard & some wireframes, I was responsible for designing the entire high fidelity mobile UI, which was implemented & launched for the mvp release. As a part of designing this product experience, I also conducted user testing to improve interactions, regularly checked in with the front-end engineers, led a branding exercise with the team, & shaped the visual identity of agnes.io.

UX & Visual Design Intern @ WeAreCurious Palo Alto, CA | Summer 2015

I generated dozens of concepts and UI iterations for this tracking tool in the Quantified Self space, especially focusing on the treatment of time entry in the user experience of logging.

UX & Visual Design Intern @ MyHealthTeams San Francisco, CA | Summer 2014

I prototyped the hi-fi onboarding flow to help new members easily join the social network of 400,000+ patients, on desktop & mobile. I also regularly created infographics, brochures, posters, presentations, and marketing materials following the MHT style guide.

Content Creation Intern @ Keas San Francisco, CA | Spring 2014

Here began my interest in HealthTech projects! I researched recent studies on well-being & wrote weekly content for the employee health platform's most used feature – health quizzes.

Content Creation Intern @ CK-12 Palo Alto, CA | Summer 2013

I wrote and published interactive science exercises to help k-12 students learn key concepts, & in between, I spent time with the team's UX designer, who first exposed me to real-world user research, usability testing, and information architecture.

Design Background

Instructor @ Human-Centered Design DeCal Berkeley, CA | Spring, Fall 2015, Fall 2016

I co-teach Berkeley's Human-Centered Design course with the goal of introducing design thinking and the cyclical nature of design projects to fellow students! I plan weekly lessons & activities, teach, evaluate projects, & regularly work on updating the course curriculum for a class of 110 students.

President @ Berkeley Innovation Berkeley, CA | Fall 2014 - Fall 2015

Since I joined Berkeley's human-centered design club in 2013, I've worked on developing BI's identity, organizational structure, and community culture. I teach HCD workshops, handle recruitment, organize events & projects, and manage all the things in between with our team!

Research Assistant @ Walker Lab (Sleep & Neuroimaging) Berkeley, CA | Fall 2016

I'll be performing experimental tasks ranging from interviewing subjects to collecting fMRI data with the hope of learning about sleep cognition to inform my ideas about healthTech products.

UX Designer @ European Innovation Academy Nice, France | Summer 2014

I ended up at EIA by somehow winning the scholarship in a "rejection therapy" contest, & had the chance to learn how to start a company, conduct market & user research, build low-fi & hi-fi mocks & prototype our team's feedback product (which successfully...failed, but taught us all so much!)

Designer & Photographer @ Innovative Design Berkeley, CA | Fall 2013 - Fall 2014

I spent 3 semesters in the graphic design, web design, and photography "tiers" doing diverse visual design and photography projects for campus organizations, such as Celli@Berkeley.