

# ASIYA YAKHINA

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## EXPERIENCE

### The New York Times

#### Product Designer, Oct 2016 — Present

- Designed an onboarding program to expose new subscribers to select personalized content, as well as NYTimes' brand values
- Redesigned the free subscription sharing experience across web and mobile platforms
- Initiated and ran guerrilla usability tests to get fast and cheap feedback before Canada-wide test launch

### Microsoft UX Design Intern, Jun — Aug 2015

- Led design efforts of a 6-member team that developed a gesture-controlled mobile game over 12 weeks
- Developed character and motion design
- Collaborated with the team to prioritize tasks and plan weekly sprints
- Iterated and user-tested designs continuously

### MIT Mobile Experience Lab

#### Brainstorming Facilitator, Jan — Mar 2015

- Planned and facilitated brainstorming meetings for teams from General Sensing and Jaguar
- Conducted workshops on design thinking principles
- Prepared value maps, presentation templates, and brainstorming cards

### MIT Mobile Experience Lab

#### Undergraduate Researcher, Oct — Dec 2014

- Studied spatial interaction and communication in virtual reality environment
- Designed a virtual reality application prototype
- Directed pilot tests to identify key user interactions
- Co-authored and published "nRoom: an Immersive Virtual Environment for Collaborative Spatial Design"

### Blocked Online Lead Designer, May — Sep 2014

- Led web design, as well as branding and publicity strategies
- Designed the visuals and experience of the website
- Created a system of icons and designed the logo

## EDUCATION

### Wellesley College 2012 — 2016

BA in Media Arts and Sciences

GPA: 3.75/4.00

## SKILLS

### Design

User experience & interaction design, agile design development, interviewing users, user testing, graphic design, animation

### Software

Adobe Illustrator, Photoshop, Sketch, InDesign, Flash, Director, Unity 3D, Maya

### Programming

JavaScript, JQuery, Three.js, Java, Lingo, HTML, CSS

## ACTIVITIES

### Wellesley College HCI Lab

Teaching Assistant for HCI class, Jan — May 2016

### International Relations Council

Journal Chief Graphic Designer, Oct 2012 — May 2016

### MIT CMS Department

Teaching Assistant, Jan — May 2015

### Wellesley College HCI Lab

Research Assistant, Jan — May 2015