

ASIYA YAKHINA

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EXPERIENCE

The New York Times Product Designer, Oct 2016 — Present

- Designed a new free trial and onboarding program to increase engagement among new subscribers
- Re-designed the complimentary subscription sharing experience across web and mobile platforms
- Initiated, designed and led guerrilla usability tests to identify glaring drawbacks before the big 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 a 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