ASIYA YAKHINA

www.asiya.design | hello@asiya.design | +1 (773) 710 1133

EXPERIENCE

The New York Times
Product Designer, Oct 2016 — Present

• Designed an onboarding program to expose new subscribers to select personalized content and 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