

Tasha Salgado

www.tashasalgado.design | tasha@tashasalgado.design | 510.798.6442 | Fort Worth, Tx

about

As a **UX designer**, I combine creative and usability viewpoints that result in real-world solutions for Web and Mobile applications.

My user-centered process aids in providing a compelling user experience to improve brand loyalty, customer retention and seamless experiences for users.

education

Bloc | 2018-2019
UX UI Design &
Front-End Development
Apprenticeship

**Texas Woman's
University** | 2018-2020
BS Sociology

skills

User Research
Persona Creation
Interviews & Surveys
Card Sorting
User-centered Design
Sketching
Wireframing
Protoyping
Competative Analysis
User Stories
User Flows
Usability Testing
User Interface Design
Basic HTML & CSS

projects

PUSH | iOS Prototype

- Designed a simple solution for cloud storage users who need extra security and easier organizing options.
- This app features digital security codes for file sharing
- Figma, Invision, Usability Hub
Invision Prototype: <https://invis.io/4YPSV8KQDWM>

Health Hooch | Web & Mobile E-commerce Design

- Designed a prototype e-commerce store and mobile app for an entrepreneur launching a homemade line of herbal tonics.
- Logo Design & Branding
- This prototypes included custom product mockups.
- Figma, Invision, Usability Hub
Invision Prototype:

Positive Actions International | Website Re-Design

- Re-designed this website for updated and modern aesthetics as well as smoother navigation and better conversion.
- This app features digital security codes for file sharing and folder/categories only for organizing.
- Figma, Invision, Usability Hub
Website: <https://www.positiveactionsinternational.com/>

experience

UX Design Apprenticeship 6.2018 – Present
Bloc, *Remote*

- Developed fundamental design skills with the guidance of seasoned mentors
- Designed web applications using the full UX process, Visual Design and Frontend Development for projects

Real Estate Agent 2.2017 – 9.2017
First Class RE, *Remote*

- Demonstrated excellent negotiating skills as well as attention to detail and clients' needs resulting in 100 percent customer satisfaction.
- Successfully guided first time homebuyers and renters through the rental and purchase process of several properties.

