

# Tasha Salgado

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## 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.
- 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 entreprenuer launching a homemade line of herbal tonics.
- Visual Design
- Figma, Invision, Usability Hub  
Invision Prototype:

### **Positive Actions International | Website Re-Design**

- Re-designed to accomplish modern aesthetics, user-friendly navigation and increased conversion.
- Utilized client's web builder combined with custom html
- 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

**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% customer satisfaction.
- Successfully guided first time homebuyers and renters through the rental and purchase process of several properties.

**Virtual Assistant** 4.2012 - 11.2017  
Freelancer & Fancy Hands, *Remote*

- Successfully established a client purging system resulting in increased revenue
- Developed strong business skills, profit goals, personnel & staff training, and marketing.