Masha Andreyeva

Product Design
User Experience Design
Visual Design

portfolio: **www.masha.work**
571-331-7172
m.andreyeva@berkeley.edu

3290 Fallen Leaf St.
Palo Alto, CA

Education

UC Berkeley | 2013 - 2017
pursuing B.A. Cognitive Science
focus: Human-Centered Design

Relevant Courses

Industrial Design (Lund, Sweden)
Product Market Fit in HealthTech
Visualization for Designers
Web Design DeCal
People & Environmental Design
Social Cognition
Cognitive Perception
Sociology of Human Development

Skills

user research & ethnography
sketching! brainstorming!
low-fi & medium-fi wireframing
iterative prototyping
usability testing
drawing key insights
making functional prototypes
information architecture
mapping out user experience
developing brand
designing user interfaces
making icons and illustrations
Adobe Photoshop, Illustrator, Xd

Work Experience

UX & Visual Design Intern @ WeAreCurious | Palo Alto, CA **|** Summer 2015
How do people think of time when tracking their lives? What else is relevant? I worked on UX solutions to these questions, prototyping dozens of iterations for this tracking tool

UX & VIsual Design Intern @ MyHealthTeams | San Francisco, CA **|** Summer 2014
I prototyped the hi-fi onboarding flow to help new members easily join the social network of 400,000 + patients, on desktop & mobile. I also regularly created infographics, brochures, posters, presentations, and marketing materials following the MHT style guide

Content Creation Intern @ Keas | San Francisco, CA **|** Spring 2014
Here began my interest in HealthTech projects! I researched recent studies on well being & wrote weekly content for the employee health platform's most used feature--health quizzes

Content Creation Intern @ CK-12 | Palo Alto, CA **|** Summer 2013
I wrote and published interactive science exercises to help k-12 students learn key concepts, and in between, I spent time with the team's UX designer, which my first exposure to real-world user research and information architecture

Event Photographer @ Stanford University | Palo Alto, CA **|** Spring 2013
I photographed the Ethics of Wealth speaker series, covering talks by speakers like Larissa MacFarquhar, Emmanuel Saez, and Josh Kornbluth. This kind of photography is something I still use to document design projects and events

Design Background

President @ Berkeley Innovation | Berkeley, CA **|** Fall 2014 - Fall 2015
Since I joined Berkeley's human-centered design club in 2013, I've worked on developing BI's identity, organizational structure, and community culture. I teach HCD workshops, handle recruitment, organize events & projects, and manage all the things in between with our team!

Instructor @ {Design.} DeCal | Berkeley, CA **|** Spring 2015, Fall 2015
I co-teach Cal's student-run human-centered design course with the goal of introducing HCD methodology and the cyclical nature of design projects! I plan weekly lessons, teach, evaluate projects, (do administrative jazz), & currently work on re-designing the curriculum

Council Member @ Berkeley Design Council | Berkeley, CA **|** Fall 2014 - Fall 2015
The UC Berkeley design community is my tribe, & I care immensely about building a design culture at my school. I host events, connect design clubs, & help develop design resources

UX Designer @ European Innovation Academy Program | Nice, France **|** Summer 2014
I got into EIA by somehow winning the scholarship in a "rejection therapy" contest, & had the chance to learn how to start a company, conduct market & user research, build low-fi & hi-fi wireframes, & prototype our team's Feedbee feedback platform (which failed, but so worth it!)

Designer & Photographer @ Innovative Design | Berkeley, CA **|** Fall 2013 - Fall 2014
I spent 3 semesters in the graphic design, web design, and photography "tiers" doing diverse visual design and photography projects for campus organizations, such as Celli@Berkeley.