Masha Andreyeva

User Experience Design
Visual Design
Photography

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

Top Skills & Tools

user research & ethnography
sketching
low-fi and hi-fi wireframes
paper prototyping
user testing
drawing feedback insights
Photoshop & Illustrator
functional prototyping
modeling with plastics
presenting
developing brand
graphic design
illustrating
layout & print
user interface

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.

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 bio concepts, and in my spare time, I hung out with the team's UX designer, which my first exposure to real-life 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, (along with all the soft skills of working on live events!)