Masha Andreyeva

I'm a _____

Graphic & Experience Designer.
Design Educator.
Photographer.

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Palo Alto, CA

Education

UC Berkeley
Berkeley, CA | 2013 - 2017
GPA: 3.87
B.A. Cognitive Science
Human-Centered Design

Relevant Courses

Product Market Fit
Visualization for Designers
Web Design DeCal
People & Environmental Design
Intro to Visual Representation
& Drawing

Skills

user research
user testing
ideation techniques
low-fi & hi-fi wireframing
app & web design
UX design
graphic design & illustration
Publication Design
Photoshop
Illustrator
InDesign
HTML & CSS
DSLR photography

Design Experience & Involvement

Berkeley Innovation - Member, Co-President
Berkeley, CA | Fall 2013 - present
Heading Berkeley's human-centered design club. I teach HCD workshops, handle recruitment, organize events and projects with industry, design the club's brand, photograph club events, and everything in between.

{.Design} DeCal - Teacher's Assistant
Berkeley, CA | Sping 2015
Helping plan human-centedred design lessons, and conducting rigorous weekly research in order to re-design the curriculum of the course.

Student Design Council
Berkeley, CA | Fall 2014 - present
Organizing efforts to build a design community at UC Berkeley. This includes planning events, campaigns, and connecting the design clubs & courses.

MyHealthTeams - UX & Graphic Design Intern
San Francisco, CA | May, June, August 2014
Created onboarding flow to help new users join social network of 100,000 + patients. Also created infographics, brochures, and marketing materials.

Feedbee - UX designer
Nice, France | July 2014
Learned how to start a company at the European Innovation Academy, conducted user research, built low-fi and hi-fi wireframes, and participated in coding the prototype of an intelligent feedback service (which failed, but I learned immensely nonetheless).

Keas - Content Creation Intern
San Francisco, CA | Spring 2014
Wrote weekly content based on scientific research for the employee health and engagement platform's most popular feature--health quizzes.

Bravo Your City! - UX Intern
San Francisco, CA | Fall 2013
Built wireframes and a UX prototype for an iOS app that helps people share narratives about their experiences at different locations, and bookmark the places they take interest in.