



Masha Andreyeva

I'm a _____

Graphic & Experience Designer.
Design Educator.
Photographer.

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3290 Fallen Leaf St.
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 | Spring 2015

Helping plan human-centered 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.