**Ashra Taslima**

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**EDUCATION**

**University of Las Vegas Nevada May 2021**

*Bachelor of Science Las Vegas, NV*

**WORK EXPERIENCE**

**Coursology Aug 2023 – Present**

*Lead UI/UX Designer Remote*

* Conducted user research and prototyping, converting designs to web presence with React JS, gaining 43% more funding
* Collaborated with product managers and engineers to ship high-quality features, maintaining consistency across platforms using design system tokens and reusable patterns
* Implemented a user-centered design approach, resulting in a 30% reduction in user errors and improved task completion rates

**University of Arizona Feb 2023 – Jul. 2024**

*Full Stack Designer/Developer Remote*

* Presented design rationale to stakeholders, resulting in a 15% increase in project approval rates due to clear communication
* Designed responsive interfaces for web and mobile application, leveraging Figma’s auto-layout, components, and variants to ensure scalability and seamless handoff to developers
* Grafted engaging UX microcopy and content design patterns to enhance user flow for students

**Credit One Bank December 2021 – June 2023**

*UI/UX Designer/Developer*  *Las Vegas, NV*

* Built Figma-based prototypes for client-facing web applications, focusing on user-centered design principles
* Created scalable UI components and documenting design guidelines for handoff
* Conducted user research to inform adaptive UX strategies, enhancing personalization in digital interfaces
* Documented design processes and maintained organized Figma files, reducing iteration time by 20% throught streamlined workflows

**Aurum Technologies May 2021 – December 2021**

*Full Stack Designer*   *Las Vegas, NV*

* Developed visually appealing UI for web and mobile applications, focusing on typography, spacing, and color to align with brand guidelines
* Contributed to the creation of a design system, including tokenized components and animation specs using Lottie, improving design consistency across products
* Partnered with developers to implement responsive, mobile-first designs, incorporating basic HTML/CSS knowledge to bridge design-to-code workflows

**SKILLS & INTERESTS**

* **Skills:** Prototyping, Wireframing, Responsive/Interactive Design, Web/Mobile Design, User Research
* **Tools:** Adobe XD, Figma, Photoshop, Illustrator, InDesign, GirtLab/GitHub, Jira, VS Code
* **Technologies:** JavaScript, HTML, CSS/SASS, React JS, TypeScript, Angular
* **Interests:** *Playing Piano, Poetry, Philosophy, Physics, Psychology, Travel, Painting, Sewing, Art, Dance*