# Ashra Taslima

UI/UX Designer/Developer

E: ashra.taslima@gmail.com | P: 702-613-7034 | A: Henderson, NV

Linkedin:
https://linkedin.com/in/ashra-taslima-088525248linkedin.com/in/ashra-taslima-088525248

## Skills

- Prototyping, Wireframing, Responsive/Interaction Design, Web/Mobile Design, User Research

- Tools: Adobe XD, Figma, Photoshop, Illustrator, InDesign, GitLab/GitHub, Jira, VS Code

- Languages/Frameworks: JavaScript, HTML, CSS/SASS, React JS, TypeScript, Next.js, Bootstrap

## Experience

### Credit One Bank, Las Vegas, NV

**UI/UX Developer/Designer**

- Led a team to design and develop responsive applications, boosting organizational efficiency by 85%

- Developed a custom CRM tool using React, reducing customer service call times by 50% and increasing productivity by 35%

- Improved project turnaround by 25% with 100% deadline adherence using React component lifecycle optimization

### Aurum Technologies, Las Vegas, NV

**UI/UX Product Designer/Developer**

- Designed web applications with XD/Figma and implemented with React JS, securing a 33% funding increase

### College of Southern Nevada, Las Vegas, NV

**Product Manager**

- Created Jira boards to track milestones, achieving 70% of actionable goals

- Optimized product features, enhancing marketing implementation by 26%

### Coursology, Las Vegas, NV

**UI/UX Product Designer/Developer**

- Conducted user research and prototyping, converting designs to web presence with React JS, gaining 43% more funding

- Collaborated with stakeholders to define product requirements and development plans

**Grant A Gift for Autism, Las Vegas, NV**

**UI/UX Product Designer**

- Transformed mockups into web visuals with Photoshop/Illustrator, increasing web traffic by 79%

- Boosted donations by 69% through SEO optimization using Google Analytics

**Volunteers in Medicine, Las Vegas, NV**

**Full Stack Developer**

- Improved system availability by 89% with maintenance and upgrades

- Enhanced security with Spring Security RBAC, reducing unauthorized access by 50%

- Built a volunteer tracking app with SQL and PHP, doubling efficiency

## Projects

- **Express Pay**: UI/UX-designed payment app for customer service

- **REMS**: Access management app for new/internal hires

- **Knowledge Management**: Chatting/document library for customer service

- **WorkCase Management**: Ticket system for customer service/marketing

- **Coursology**: Mobile/web course database application

## Education

**Bachelor of Science**
University of Las Vegas Nevada