

# Sasha Lasakow

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Detail-oriented Product Designer with 6 years of design experience. Proven track record of collaborating effectively with cross-functional teams to deliver strategically relevant and visually appealing products.

sashalaskow.com

## Education

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### Avocademy UX Bootcamp

June-November 2021

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### Temple University

BA, Advertising – Art Direction  
September 2014 - June 2018

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## Skills

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### Research

User Interviews / Usability Testing /  
Contextual Inquiry / Heuristic Evaluation /  
Research Synthesis / Personas / Journey  
Mapping / Storyboarding / User Flows

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### Design

UX/UI Design / Graphic Design /  
Information Architecture / Design Systems  
/ Style Guides / Prototyping / Wireframes /  
User Flows / Design Thinking

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### Toolkit

Adobe Creative Suite / Figma / Invision  
/ HTML / CSS / Jira / Confluence / Agile  
Methodology / Miro

## Experience

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### Elsevier

May 2022 - Present

UX Designer

- Work alongside cross-functional teams to design and ship improvements to Elsevier's SimChart, leading to a 600% increase in app usage since its launch in Fall 2022.
  - Through user research and usability testing, identify key goals, pain points, and areas for improvement to aid in the team's strategy and B2B2C product roadmap.
  - Work with stakeholders to understand technology constraints and business requirements and workshop creative solutions to user needs.
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### Moment Studio

Dec 2021 - May 2022

UX/UI Designer

- Worked with a variety of small businesses to understand client goals and align stakeholder vision to user needs.
  - Influenced design strategy via market and user research, ensuring our shipped solutions met both user expectations and client goals.
  - Built wireframes, low- and high-fidelity screens, and prototypes for B2C responsive web platforms, iterating on designs via usability testing and feedback.
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### FIVE19 Creative

Feb 2020 - May 2022

Associate Designer

- Designed and executed comprehensive campaigns, marketing collateral and experiences for a variety of clientele.
- Led communication and creative direction for multiple projects, working with clients to understand their vision, preferences, and goals, implementing feedback to ensure project success.
- Overhauled the web presence of National Lutheran Communities & Services, a senior living conglomerate, by designing and overseeing the development of five websites.

