

**Shila Vasseghi**

ShilaVdesign@gmail.com
shilavdesign.com
Password: top secret
404.518.7334

Skills:

Concept Development,
Creative Direction, UX
Research, Web, Mobile,
Tablet, Print, UX, UI,
Interactive Wire-framing,
Branding/Identity

Software:

Photoshop, Illustrator,
Axure, InDesign, Sketch

Education:

Cooper Professional
Education –2017
Design Leadership
Course

General Assembly – 2016
User Experience
Certificate

Georgia State University
– BFA Graphic Design
2007

2018 – Present: Deloitte - Senior User Experience Designer

- Conduct user research and interviews to understand user pain points
- Use research to create mindful wireframes and high fidelity UI designs that adhere to brand style guides and standards
- Perform user tests to identify improvement opportunities
- Strategize and facilitate creative exercises with the entire design team to promote team building and inspire out of the box thinking

2015 – 2017: Deloitte - User Experience Designer

- Created interactive prototypes for product demos and user testing
- Collaborated with business architects, product managers, developers, and other designers to create a data flow and data visualization application
- Created UX/UI designs for an iPad app with dashboards and data visualizations targeted to chief marketing officers of retail stores to view their ad campaign progress and success

2014 – 2015: WebMD - Web and Interactive Senior Designer

- Worked as lead designer on WebMD Baby App to improve user experience, interface and aesthetics
- Designed detailed, interactive wire-frames and prototypes for various products, such as tools, apps, newsletters, ads, and other site enhancements

2010 – 2014: WebMD - Web Designer

- Created eye catching designs such as new product pages, tools, ads, and newsletters, that conform to style guides and adhere to the WebMD brand
- Worked with marketing and sales team in support of sales initiatives to design innovative products under tight deadlines
- Designed and established style standards for all the in-house ads in the redesign of the WebMD magazine

2009 – 2010: Marriott International- Freelance Designer

- Produced web and print designs for both internal and external communications

2007 – 2008: JWT Advertising, Ford Motor Company - Art Director

- Involved in brainstorming, storyboarding, and ideation for Ford television campaigns
- Specialized in print design, including newspaper, magazine, and billboard advertising

2007: Turner Studios, Adult Swim - Graphic Design Intern

- Assisted head designer in the web department with visual designs