

Sasha Taran

UX Designer | New York, NY

UX designer with 8 years of experience in visual and user experience design across agency and in-house settings. Proven proficiency in driving projects through meticulous user research and strategic planning, while implementing agile methodologies and user testing throughout the design process.

EXPERIENCE

Senior UX Designer

PepsiCo, Remote

Nov 2023–Present

- Creates designs, prototypes and applies service design thinking to support PepsiCo's global Net Revenue Management products including Promo.AI and Pricing.AI platforms
- Collaborates with business stakeholders, product managers, researchers and engineering teams to deliver high fidelity deliverables

Senior UX Designer

AKQA, Remote

Jul 2023–Oct 2023

Clients: Focus Brands, Moe's Southwest Grill

- Designed and annotated wireframes, components, and customer journeys for the Moe's Southwest Grill iOS app
- Moderated user testing sessions and synthesized testing results to inform data-driven design decisions
- Managed team of two junior UX Designers and partnered with design, engineering and strategy teams to optimize app architecture and customer journeys

Senior Experience Designer

Publicis Sapient, New York, NY

Oct 2020–Jun 2023

Clients: Comcast Business, Goodyear

- Designed components and pages for the replatforming of the Goodyear and Just Tires websites onto Salesforce while insuring design consistency across all brands
- Developed wireframes, customer journeys, site maps, and competitive analysis to support Comcast Business acquisition
- Collaborated with analytics team for usage statistics and conducted user testing
- Crafted personas, user journeys and collaborated with engineering teams to plan and assess feature feasibility

Senior UX Designer

Sullivan, New York, NY

May 2020–Aug 2020

Clients: Two Sigma, Crown Castle

- Led UX research, prototyping, site architecture, and responsive wireframing for B2B clients, notably Two Sigma
- Collaborated with strategists to shape content and streamline site architecture to align with the brand narrative
- Provided UX expertise in designing a remote event experience for Crown Castle

Senior UX Designer

DeSantis Breindel, New York, NY

Mar 2020–Apr 2020

Clients: Brookfield Properties, Very Technology

- Designed responsive wireframes, prototypes, and conducted research for Brookfield Properties and Very Technology
- Managed junior design team to develop responsive web designs for Very Technology in accordance with brand guidelines
- Partnered with producers to establish sprint plans using an agile methodology
- Collaborated with strategists to map site architecture and structure site content

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EDUCATION

School of Visual Arts

BFA, Illustration

General Assembly

UX Design Bootcamp

DESIGN SKILLS

Low to High-Fidelity

Wireframing and Design

Prototyping

User Research

Usability testing

Sketching and Storyboarding

Design Audit

Heuristic Evaluation

Design Systems

Information Architecture

Creative Direction

Branding

Illustration

Basic Animation

TOOLS

Figma

Sketch

Invision

Adobe Creative Suite

Miro

Jira

Microsoft Office Suite

Keynote

HTML, CSS

CERTIFICATIONS

Mental Health First Aid

Certified–2022

LANGUAGES

English

Russian

User Experience Architect

Critical Mass, New York, NY

Clients: Citi, Zelle, Dwellify

Aug 2017–Mar 2020

- Designed responsive wireframes, app features, and prototypes for Citi and Dwellify
- Led UX for Citi Small Business website redesign including content mapping, site architecture, stakeholder surveys, and content audit
- Conducted UX research and employed analytical methods, including heuristic evaluation and design audit, to design the Citi iOS digital design language
- Managed user testing, conducted in-depth user research, and crafted user journeys for Citi products, including Zelle and account alerts

Designer

CBS Sports Network, New York, NY

Jul 2015–Aug 2017

- Led UX and visual design for the CBS Sports Network website redesign and CBS Sports Logo portal
- Created branding, set designs, marketing campaigns, and logos for a spectrum of network programs, podcasts and sporting events, notably Tiki & Tierney
- Conceptualized off-air activations, including high-impact outdoor billboards, digital displays, stadium banners, and interactive marketing experiences, notably the Super Bowl 50 campaign
- Ensured brand consistency across a diverse array of assets, encompassing outdoor, print, web, digital, and on-air platforms for college and professional sporting events

Designer

RCS Capital, New York, NY

Feb 2014–Jul 2015

- Conceptualized and executed branding, logos, marketing collateral, and responsive websites across the corporate and subsidiary portfolio, including the Audrain Automobile Museum
- Designed a custom icon set, illustrations, and interface for Eventpad, an interactive event app
- Orchestrated the selection and creative direction of photographers for national photoshoots, enhancing the visual narrative for company marketing materials
- Optimized the subscription form design and revision workflow by collaborating closely with the compliance and corporate law team, facilitating a more efficient process