SASHA DEMO

Philadelphia, PA | Portfolio | LinkedIn

609-664-7516 | demo.sasha@gmail.com

EXPERIENCE

UX/UI DESIGN CO-OP

Chubb | Philadelphia, PA | April 2024 – September 2024

- Streamlined claims design process by 50% for UX designers worldwide through creating 100+ responsive claims flow template screens
- Led design system claims pattern initiative through gathering requirements and collaborating with stakeholders and designers from Australia, Singapore, and the United States
- Conducted a heuristic analysis and created a content tree for the Chubb Careers website and presented my findings to business stakeholders
- Designed and updated component pages with guidelines for the design system, helping to enforce UX design best practices

UX/UI DESIGN INTERN

AIX | Philadelphia, PA | April 2023 – September 2023

- Mocked up high fidelity screens for the full end-to-end explore funds feature flow, streamlining the browsing and purchasing process for advisors and improving portfolio diversification
- Collected stakeholder requirements and developed user stories based on usability testing, ensuring that both business and user needs are met
- Created a clickable prototype in Figma to guide investors through the onboarding process, reducing investor support calls by 30%

PRODUCT DESIGN INTERN

Ascensus | Dresher, PA | April 2022 – September 2022

- Created a UI kit with 28 reusable components, text, and color styles in Figma and Sketch
- Conducted market research on best practices and gathered requirements to create a Design System for the UX team
- Actively participated in Agile ceremonies through leading retros, presenting designs to stakeholders, and attending daily standups

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EDUCATION

BS IN USER EXPERIENCE AND INTERACTION DESIGN, MINOR IN TECHNOLOGY INNOVATION MANAGEMENT

Drexel University | September 2020 - June 2025

- GPA: 3.9
- Drexel University Dean's List, 2020 - present
- Minor Westphal Portfolio Scholarship, 2020 - present
- Drexel Club Tennis Vice President, 2022 - 2024

COURSEWORK

UX/UI Design, Product design, Web development, Validating Product Ideas, Technology Innovation Management

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SKILLS

UX/UI/IA design, design systems, low- and high-fidelity prototypes, agile, stakeholder presentations, user personas, user interviews, requirements gathering, usability testing, card sorting, user flows, task flows, style guides, component libraries, product ideation

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TOOLS

Figma, Sketch, HTML, CSS, JavaScript, GitHub, Jira, Microsoft Suite, Adobe Suite, WordPress, Squarespace, Canva, Miro

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