

ADAM YASMIN

UX / UI Designer + Product Strategist

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Milestones

UX Researcher | [Digital Karma](#) | Los Angeles, CA | 2017

User Research and Lead Product Analysis; co-ordinating remote user testing and product evaluations to improve UX across both mobile and web CMS for B2B companies.

UX Designer | [Greenlight Media](#) | Los Angeles, CA | 2017

Contract UX Designer with award-winning media and marketing agency. Consulting, site audit, layout design, content strategy, information architecture, wireframes, usability, and research.

UX Designer | [Leroy & Rose](#) | Santa Monica, CA | 2017

Contract UX Designer for award-winning advertising agency. User research, site audits, competitive analyses, wireframes, content strategy, information architecture, usability, and client presentations.

Product Strategist + UI Designer | [Heavy Projects](#) | Remote | 2016

Mixed Reality startup with the world's first app that aggregates MR experiences from around the world; HEAVY AR (<http://apple.co/2mH0so1>)
Product design, brainstorming, market research, interface layout, content strategy, wireframes, developer handoff; 5-week design sprint.

Designer | [Techstars](#) | Los Angeles, CA | 2016

Design associate co-facilitating the inaugural Techstars Healthcare Accelerator, in partnership with Cedars-Sinai (Cohort of 11 startups).
Design thinking, content strategy, usability testing, and UX / Visual design.

Education

General Assembly | [User Experience Design Immersive](#) | 2015

Methods

Wireframes
Competitive Analysis
Task Analysis
Journey Mapping
Interviewing
Usability Testing
Card Sorting
Persona Construction
Information Architecture
Interaction Design
Content Strategy
Interface Design
Interface Layout
User Research
Rapid Prototyping
Heuristic Evaluation
Branding
Product Design
Visual Design
HTML + CSS
Usability
Copywriting
Presentations
Developer Handoff
Brainstorming

Tools

Adobe Creative Suite
Google Drive
Sketch 3
Keynote
Invision / Marvel
Figma
'Paper before pixels'