

# Sasha Ainbinder

Product Designer

(they / she)

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## Design

**SOFTWARE** Figma · Dscout / UserTesting · Adobe [After Effects, InDesign, Photoshop, Illustrator] · Canva

**SKILLS** User research / testing · Visual / UX design · Design systems · Prototyping / animation · Strong attention to detail

### EXPERIENCES

#### Senior Product Designer | Headspace Health

May 2021 - June 2023

- **Designed & launched proprietary EHR** system for mental health providers. Owned the entire process (user research, ideation, testing, engineering handoff, QA, and launch).
- **Reduced open tabs for providers from ~15 to one** per day.
- Built internal product design system.

#### Mid-level Product Designer | Tempus

Nov 2018 - Mar 2021, Chicago, IL

- Designed & launched internal data management product that **decreased a process from 2 weeks to <2 hours**.
- Built internal/external design system.
- Redesigned proprietary analytics platform, Lens, and animated prototype to demo for customers.

#### Senior Designer | Snaplistings

Jun 2019 - Apr 2021, remote

Designed branding, advertising, and lead capture campaigns for real estate and commercial clients.

#### Senior Designer | Hella Dank Co.

Dec 2018 - Nov 2020, remote

Launched company website, curated product photos, designed packaging and marketing materials.

#### Industrial & UX Design Intern | iRobot

May - Aug 2017, Bedford, MA

3D modeled product parts, conducted usability testing, aided in day-to-day tasks, and designed a new robot concept that **inspired a future Roomba**.

#### Contract Designer | CoinFlip

June 2015 - May 2020, Chicago, IL

Created branding materials, sales presentations, and ICO White Paper.

### EDUCATION

#### Carnegie Mellon University

BDes Product Design 2018

QPA 3.69/4.0

Dean's List Fall 14' / 15' / 17' + Spring 17'

#### Accademia Italiana

Florence, Italy, Fall 2016

Product Design & Italian Language

## & More

**LANGUAGES** Russian [native] · French [fluent] · Italian [conversational] · Spanish [conversational]

**HOBBIES** Woodworking · Upcycling furniture / clothing · Interior design · Organization · Camping

### EXPERIENCES

#### Interpreter | Global Wordsmiths

Nov 2017 - May 2018, Pittsburgh, PA

Interpreted for French-speaking immigrants applying for health insurance.

#### Language Tutor | Aliore

July 2015, Soussac, France / July 2013, Ligueil, France

- Developed and taught English lessons in French households for students aged 13-16.
- Sold produce at a market to advance in French.