

SASHA MARREN

201-247-5820 | sasha.marren@gmail.com | sasha-marren.com

Summary

Experienced digital designer with a demonstrated history of working in the UI/UX and graphic design industry. Skilled in Visual Design, User Experience, Art Direction, Typography, and Responsive Design. Professional with over 12 years of experience.

Work Experience

6/15 – Present, Creative Lead

Accenture Federal

- Lead a design team and personally execute UI/UX design efforts in securing multi-million dollar contracts
- Lead and oversee communication and presentation efforts with clients
- Built the first in-house creative team, currently developing the talent of 7 designers
- Led the redesign effort of a billion-hit website for the Department of Education
 - Researched target audience, created user flows, low-fidelity wireframes and high-fidelity mockups, performed A/B testing and usability testing, worked with the development team to deliver the end product
- Created and implemented the new process for delivering all creative materials
- Since joining, creative production and design quality have increased 85%, 3 new contracts have been acquired

7/09 – Present, Freelance Creative Consultant

www.sasha-marren.com, Digital and Print Design

- Work closely with clients to establish marketing and design vision, determine scopes of work, budgets and deliverable timeframes
- Create brand, web, print, social media, mobile, trade show, online and offline advertising, and packaging projects
- Establish and manage all vendor and supplier relationships

4/15 – 6/15, Consultant Interactive Designer

Wunderman

- Conceptualized and created emails and digital banners for various clients
- Worked closely with user experience designers, copy writers and developers to create responsive web designs
- Presented work to clients and higher management

3/13 – 3/15, Senior Multimedia Designer/Developer

1st American Systems and Services

- Created e-learning courses for multiple digital platforms for the Federal Aviation Administration (FAA) and other government agencies
- Collaborated with designers, clients, developers, and instructional system designers to create wireframes, design, and content including educational games and activities for multiple projects
- Designed and developed company promotional materials including company brand, website, print communication, and trade show materials

6/05 – 2/12, Graphic Designer

Various Companies

- Collected requirements and presented completed work to clients
- Created style guides, logos, websites, emails, newsletters, landing pages, digital and print ads, and trade show materials such as trade show booth graphics, brochures and flyers
- Collaborated with designers, developers and copy writers
- Led brainstorm sessions
- Supervised and trained junior designers, performed quality control on design work
- Coordinated print jobs with vendors, oversaw in-house print production

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Technical Skills

- Adobe Creative Suite CC (Photoshop, Illustrator, InDesign, Flash, Captivate, Muse, Edge Animate), Sketch, Axure, HTML, CSS, AS3, JavaScript, jQuery, Mac and Windows OS
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Education and Training

- **User Experience Design Certified through General Assembly 2018**
 - **IC Agile Certified 2017**
 - **9/00 – 5/04, William Paterson University** - Bachelor of Science degree in Computer Science
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Foreign Languages

Fluent Russian