

SAASHA GILKES

UX DESIGNER/ RESEARCHER • DIGITAL MARKETING EXPERTISE

Creating digital products and experiences that impact behavior and influence habits.



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EXPERIENCE

MAY 2021
Present

UX DESIGNER

HACK FOR LA, LOS ANGELES, CA

Design web and mobile mockups for the Hack for LA projects pages. Work with Design Lead and cross-functional teams, PMs and stakeholders to translate customer needs and business goals to user centered designs.

NOV 2020
APRIL 2021

UX DESIGNER/ RESEARCHER

LA FUERZA DE FAMILIAS, NYC

Worked in collaboration to research and redesign a bilingual education website to attract potential program partners and increase video views. Contributed to high-level strategic decisions with the product and executive team.

MAY 2020
NOV 2020

UX DESIGNER/ RESEARCHER

CUNY TECHWORKS/ LOOK FOR THE HELPERS, NYC

Led the research and design planning for an Amazon Prime Video redesign as part of a school project. Developed surveys and research questions to source users and conduct in depth usability test and user interviews.

Worked on a multi-disciplinary team to fully conceptualize, design and prototype a website that provides a resource database and volunteer network for New York City residents.

NOV 2014
PRESENT

DIGITAL CONTENT COORDINATOR, UX Design Expertise

NYU LANGONE HEALTH

Collaborates closely with development team, which consists of, but not limited to, Product Manager, Web Developers, UX designers and QA to manage long and short-term goals to develop, and enhance the donation website. Making strategic UX decisions related to features and come up with solutions that simplify user journeys.

Collects and analyzes user engagement data to identify behavioral patterns as well as optimize and improve landing pages, features, content and campaigns.

Participates in the ongoing creative development of personas, user journeys and user stories.

Publish SEO-compatible web and digital content on the NYU Langone Giving Site in support of fundraising, events, and marketing initiatives, which contributed to annual revenue of \$2.4 million.

Manage the content calendar as well as development, and integration of graphic and multimedia content on the website. Acting as a brand expert, internalizing company guidelines, and goals to ensure and uphold standards.

Manage, create and send over 100 email marketing campaigns year to year, stewarding over 25k donors; includes design and content strategy. Improved HTML and other performance issues to ensure proper rendering across browsers, email clients, and devices.

EDUCATION

UX DESIGN

CUNY Techworks UX Program

DIGITAL MARKETING, DIPLOMA

New York University

MBA, HEALTH MANAGEMENT

St. George's University

B.S, BUSINESS MANAGEMENT

CUNY Brooklyn College

SKILLS

Visual Design/ Presentations

Human- Centered design

User Testing & Research

Surveys

Affinity & Empathy Mapping

Information Architecture

User Personas

User Journey

Sketching

Wireframing & Prototyping

Web Content Development

Copywriting/ Copyediting

HTML5 and CSS

SEO & Web Analytics

Email Marketing

Photography

TOOLS

Figma

Miro/ Mural

Adobe Creative Suite

Drupal CMS/ Wordpress

Confluence/ Trello