ADAM YASMIN

is a UX / UI Designer focused on
crafting delightful immersive experiences

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Relevant Experience

UI / UX Designer | The Heavy Projects | Remote | 2016

Designer within an agile startup that develops location-based immersive experiences utilizing AR with mural-based art installations.
Redesign user-facing mobile app that encompasses multiple AR experiences spanning across 3 continents.

Design Associate | Techstars | West Hollywood, CA | 2016

Staff designer 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.

UX / Web Designer | samuelson.la | Los Angeles, CA | 2016

Comprehensive relaunch of mobile responsive site for Los Angeles philanthropist. Led to a 200% increase in monthly visitors.
Information architecture, UX/UI design, content strategy, and task analysis.

Visual / AR Designer | Freelance | Los Angeles, CA | 2012-15

Creative direction, UX Design, and product management leading an agile team in crafting an AR tablet experience that interfaces with visual art installation. Visual designs for album art cover commissions.

Founder / Educator | Teaometry | Los Angeles, CA | 2010-14

Tea startup focusing on purveying specialty tea for site-specific restaurant programming. Product design, brand development, online sales, and education via tastings + workshops in the Greater Los Angeles area.

Education

General Assembly | User Experience Design Immersive | 2015

Methods

Wireframing
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
Trello
'Paper before pixels'