

Masha Iurco

UX Designer • Los Angeles, CA

mashaiurco@yahoo.com
linkedin.com/in/mashaiurco
www.mashaiur.co

PROFESSIONAL EXPERIENCE

Freelance, Los Angeles, CA *UX Designer*

11/2023 - Present

- Developed UX/UI design solutions for B2B and non-profit organizations by using a variety of qualitative and quantitative research methods, creating wireframes and prototypes, and collaborating with development teams.

Proxi, Remote *UX Designer*

04/2023 - 11/2023

- Led UX design initiatives in an agile startup culture resulting in an average monthly growth of 32%, enhancing user satisfaction and engagement.
- Conducted user research to inform and validate design decisions.
- Collaborated closely with the product manager and developer, taking a key role in researching and designing 14 new features for the map editor portal and leading UI design of 16 pages for the website to improve user experience and increase conversion rates.

Free Birdees, Culver City, CA *Designer*

02/2022 - 07/2023

- Designed over a 100 brand collaterals for an ecommerce company, including packaging, labels, and promotional materials to establish consistency in visual identity and increase sales.
- Worked collaboratively with a team of 4 on creating fabric designs and gathered feedback for iterations.
- Produced and edited visually captivating product images for monthly launches on the company's website and social media platforms, resulting in an 11% increase in average website session duration.

PROJECTS

Interactive Map for CicLAvia, Santa Monica College *UX Research, UX Design*

Fall 2022

- Surveyed 43 participants and conducted 9 usability testing sessions to test our assumptions and gain a better understanding of the target audience.
- Helped stakeholders implement a mobile-first, easy-to-use interactive map that helps event-goers navigate and better explore their city, along with an informative list of restaurants, shops, and points of interest on the route.

Holo Prism, Santa Monica College *Mobile App & Physical Product*

Spring 2022

- Collaborated to create a physical phone accessory that allows users to display videos and images in a three dimensional space to extend the storyline as a memento that ties visitors back to exhibits.
- Designed a user-centered experience for smart devices that assists Meow Wolf's visitors in understanding the complex storyline with hints and Easter eggs.
- Executed interactive prototype in Figma and 3D model in Shapr 3D.

EDUCATION

Bachelor of Science, Interaction Design Santa Monica College, Santa Monica, CA

Class of 2023

- GPA 4.0

SKILLS

Design: User Experience (UX) design, User Interface (UI) design, Graphic Design, User Research, User Interviews, Personas, User Flows, Wireframing, Storyboarding, Prototyping, Usability Testing, Survey Design, Card Sorting, A/B Testing, Information Architecture, Brainstorming, Visual Design

Software & Coding: Figma, Adobe XD, Adobe Creative Cloud, Miro, Optimal Workshop, HTML/CSS