Asher Blumberg

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SUMMARY

I'm a multi-disciplinary UX/UI Designer with 5+ years of experience designing web and mobile apps with a proven track record of guiding myriad products through to maturity.

WORK EXPERIENCE

SR. PRODUCT DESIGNER • JUXTA LABS • SAN FRANCISCO, CA • SEPT 2015 - CURRENT

- 2+ million app installs at a series A funded startup working closely with engineers to implement visual design and interactions in an agile, iterative environment
- Experience managing 1 junior designer while working on multiple platforms, including iOS, Android, and Mobile web
- Scaling design with systems thinking: implementing cross-platform visual design languages, standards, and component libraries

MOBILE UX DESIGNER • STUMBLEUPON • SAN FRANCISCO, CA • OCT 2014 - SEPT 2015

- Designed mobile first experiences; native iOS & Android app design as well as responsive web
- Created leading-edge pattern libraries, prototypes, mockups, visual components, and style guides
- Prototyping at various levels of fidelity to articulate and test user flows and UI interactions/animations.

UI/UX DESIGNER (CONTRACT) • DESIGNMAP • SAN FRANCISCO, CA • MAR 2014 - OCT 2014

- Designed interface assets for web applications, refined and managed style guides and specs
- Crafted intuitive, scalable, and engaging interactions and visual designs for user interfaces
- Production and delivery of efficient UI elements using component libraries, specs, style guides, sprites, and asset management.

UI/UX DESIGNER (CONTRACT) • CONNECTUP • SAN FRANCISCO, CA • NOV 2013 - MAR 2014

- Conceptualized, generated, and iterated design solutions across web, mobile and tablet platforms
- Designed prototypes, wireframes, user flows, site maps, and hi-fidelity mockups

UI DESIGNER (CONTRACT) • APPLIED UNDERWRITERS • SAN FRANCISCO, CA • AUG 2013 - NOV 2013

- Conceptualized, generated, and iterated design solutions across web, mobile and tablet platforms
- Explored branding, designing iconography, texturing, typesetting and managing the interface look and feel

DIGITAL PRODUCTION COORDINATOR • TOOL • LOS ANGELES, CA • OCT 2010 - MAR 2013

- Designed presentations, interactive websites, treatments,and e-mail campaigns for digital department
- Designed Wireframes, User Flows, and User Interface production assets.

EDUCATION

BACHELOR OF ARTS IN DESIGN MEDIA ARTS • UNIVERSITY OF CALIFORNIA LOS ANGELES (UCLA) • 2005-2009

AWARDS

WEBBY AWARD AWARD • STUMBLEUPON • MOBILE SITES & APPS: ENTERTAINMENT (HANDHELD DEVICES) • 2015

TOP 10 - HOW'S 5TH ANNUAL LOGO DESIGN AWARDS • 2013

SXSW INTERACTIVE • TAKE THIS LOLLIPOP • BEST OF SHOW & EXPERIMENTAL AWARD • 2012

TOOL BELT

SKETCH • INVISION • FLINTO • FRAMER (IN PROGRESS) • ZEPLIN • WEBFLOW • KEYNOTE • PREZI • ATOMIC • AFTEREFFECTS • PHOTOSHOP • ILLUSTRATOR • PREMIERE • INDESIGN • HTML • CSS • XML

SKILLS

UX • UI • RAPID PROTOTYPING • USABILITY TESTING • VISUAL DESIGN • IA • INTERACTION DESIGN • VIDEO EDITING • BRANDING • WIREFRAMING • USER FLOWS • ICONOGRAPHY • JOUNREY MAPS • PERSONAS • SITEMAPPING

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