

# ANASTASIA OSLING

SENIOR UI VISUAL DESIGNER

## PROFILE

**Portfolio** www.juxtaweb.com  
**Email** info@juxtaweb.com  
**Mobile** +1 310 980 1294  
**Location** Bay Area, California

### Seeking

I am seeking work for companies involved in technologically advanced projects and emerging concepts beneficial to the environment and society.

### Experience

Concept, Visual, UI/UX, and Mobile Design

### Industry

Automotive, Research & Development, Rental Listings, e-Learning, Entertainment & Arts, Finance

## SKILLS

/ Expert knowledge of the latest design software:

**Adobe Photoshop & Illustrator**

/ Creating presentations using **Power Point & Keynote**

/ Rapid prototyping with **Sketch & InVision**

/ **Responsive** design of flexible frameworks

/ Design **Mobile Apps** for Apple & Android OS

/ **Accessibility** Design Principles

/ Design **data-rich interfaces** and **data visualization**

/ Understanding **HMTL / CSS**

/ Experience with **Agile development**

/ Experience with design for **wearable devices**

I am a designer that envisions how your customers will experience your web applications or custom mobile apps and brings that vision to life in a way that feels inspired.

I effectively utilize my 17 years of design experience to take complex information and transform it into intuitive, accessible, easy-to-use designs for millions of customers, from novice to tech experts.

I collaborate with cross-functioning teams through design process from concept to execution. I provide brand guidelines and assets, design patterns, reusable modules, as well as the fit and finish to successfully deploy the final product that yields high-quality outcomes, meets customer needs, and delivers business objectives.

## RECENT EXPERIENCE

### UI Visual Designer (Contract)

Hitachi R&D, Santa Clara CA

/ Nov 2016 – Current

As a UI Visual Designer on the UXD team at Hitachi R&D, I am responsible for UI design. My work involves analyzing complex information in order to transfer it into visual presentations that are accessible to stakeholders and customers. I collaborate with researchers on solving problems and use usability principles to solve data visualization challenges. I create responsive UI designs, completing every stage of the design process, from rapid prototyping of design ideas to high-fidelity mock-ups, supporting project development with necessary assets.

### Sr. UI Visual Designer (Freelance)

TAGR / Blizzard Entertainment, Los Angeles CA

/ Jul 2016 - Nov 2016

Most recently I was responsible for Concept / UI design of *Character Kiosks* for iPad as well as *Interactive Visitors Guide* for Blizzard Entertainment company. I collaborated on UI /Visual design for *Tespa.org*.

### Sr. Visual Designer

Financial Engines, Sunnyvale CA

/ Oct 2014 – May 2016

As a Senior Visual Designer on the UX team, I was responsible for completing every stage of the design process from rapid low-fi prototypes to high-fi comps, providing style guide assets: colors, typography, reusable widgets. I worked closely with cross-functional product team in an agile environment to create visual design for *Retirement Financial Outlook*, *Sign Up*, *Risk*, and *Savings* flows. My job was to support many design iterations based on user research analytics, as well as best interaction trends to improve user engagement. I used Accessibility design principles to create a product that is intuitive and accessible to users.

### Visual Designer

RentPath, Los Angeles CA

/ Apr 2013 - Oct 2014

As the Visual Designer on the team I collaborated with the UX designer and project managers on improving *Rent.com's* online representation. I created top-notch responsive layouts including hybrid search, points of interest and property pages. I used Material Design resources to design *Rent.com* app prior to the launch of new android OS. I was responsible for the complete redesign of the *Rent.com* mobile UI for iOS, improving app's ratings from **2.5** to **4.75**.

# ANASTASIA OSLING

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## EDUCATION & INTEREST

### Certificate in Interactive Media Design

Academy of Entertainment & Technology  
Santa Monica, CA / 2000

### Bachelor of Science in Offshore Engineering

Gubkin Institute of Oil and Gas Industry  
Moscow, Russia / 1991

## AWARDS

### AWWARDS

Honorable Mentions for Website Design  
2008 / 2012

### References:

available upon request

## DESIGN FOR AUTOMOTIVE INDUSTRY

### Interactive Designer

Zag (TrueCar), Santa Monica CA

/ Aug 2005 - Jan 2009

I joined Zag at the start of the company and was responsible for the UI design of one of the first car-buying online programs, with the key responsibility of designing online Car Configurator, landing pages for multiple partners, marketing materials, and production graphics for development. In collaboration with the business managers and engineers I contributed to the design of the Multiple Partner Program (MPP) for many Zag's clients including AAA, Allstate, AMEX, Capital One, eBay Motors, Hartford, Liberty Mutual, Mercedes-Benz, Overstock, Progressive, USAA, Warranty Direct, Wells Fargo.

### Visual Designer

TrueCar, Santa Monica CA

/ Apr 2011 - Feb 2013

I collaborated with the Creative Director on the design of online advertising campaigns and landing pages for TRUECar's Multiple Partner Platforms (*American Express, Allstate, CapitalOne, Esurance, SmartMoney, WallStreetJournal*).

### UI Designer

CarsDirect (Internet Brands), Los Angeles CA

/ Mar 2011 - Jan 2013

As a UI Designer for Internet Brands' CarsDirect team I redesigned the New Car flow, Car Buying Guide, and Research pages of the CarsDirect website. I collaborated with the project manager on the My CarsDirect flow, a social part of the website which included sign up flows as well as social car buying and sharing.

## FREELANCE

I have designed and managed a number of online projects, effectively utilizing my extensive interactive design experience, creative ideas and skills to yield high-quality outcomes and always in a timely manner. I hired developers and managed production and updates using the best available methods and technologies for many of my clients related to the business, arts, education, and film.

**Wearable design** for Pebble watch, including watch faces, UI design for watch face personalization website / 2016

**Mobile application design** for the *Virtual Cultural Language Center* (Alelo inc) / 2012

UI design for iOS TAGR mobile app / 2015

**Website design** for Mary Pickford Foundation, Cecil B. DeMille Foundation, *Foot Soldiers for Justice* (Stephanie Solomon), Sher & Gelb CPA, H.R. Colby Law Offices, Gintare Jewelry, Marc Richards Art Gallery, Gilbert Table Tennis Center, Timeline Films, A & F Productions, *When You Make A Promise* (film website) for Jake Ladder Productions / 2000 - 2011

**Motional and graphic design** work for the documentaries: *Rita* (Hayworth), *The Story of Jack Pickford*, *Pearl Harbor Revenge* (History Channel). e-Commerce design for Gilbert Table Tennis Center and iTwango Coupons. Branding and logo design for LA County and Sher | Gelb, CPA / 2003 - 2007