



I am a creative problem solver focusing on user experience, product and visual design.

www.sevsaffen.com
sevsaffen@gmail.com
415-590-1135

EDUCATION

Springboard, UX Design

Certification

2020 - 2021

A comprehensive full-time UX/Product design certification course.

Stanford University, Business

Certificate

2019 - 2019

+ Become a Data CEO: A Framework for Mastering Data and Driving Innovation.

+ Mobile Marketing: How to Attract, Engage and Monetize Mobile Consumers.

San Francisco State University, B.S. Industrial Design

2012 - 2015

Concentration in Product Design and Development

+ Epsilon Pi Tau Member, International Honor Society for Technology

SKILLS

Tools

Illustrator	Invision
Photoshop	Marvel
InDesign	Miro
Figma	Solidworks
Sketch	

Design

Product (UI/UX)	Prototyping
Visual Design	Wireframing
Experience Design	Design Thinking
Interaction Design	User Research
Typography	User Interviews
Marketing +	Usability Testing
Communication	Presentations

ACHIEVEMENTS

Academy of Art University

2019

Guest speaker; Design and value creation, paths to finding work in changing environments and adaptability.

IDEO, Circular Design Challenge

2017

2nd round concept and design winner. Presented the design at a workshop.

WORK EXPERIENCE / CONTRACT

Cisco 4.0 Chill Innovation Hackathon

Silicon Valley - Facilitator + Organizer

August 2019 - August 2019

Supported executives from; Cisco, Woodside, Ricoh, and Rockwell on supply chain management and automation design. Assisted in design thinking workshops in collaboration with other facilitators.

Ariat International

Union City - Senior Designer

January 2019 - March 2019

Market Researched trends, creative communication methods, and campaign ideations. Designed and delivered Web/Interactive/Print for multiple channels. Presented work in Creative Reviews to executives.

Ellation/Crunchyroll + VRV

San Francisco - Senior Designer

June 2018 - October 2018

Work with internal stakeholders on creative briefs, project management, and brand alignment. Set up and lead meetings with cross-functional team members. Develop Digital and Print Design for multiple channels.

Apple/Hogarth Worldwide

Sunnyvale - UI/UX Designer

February 2018 - April 2018

Followed Apple's brand guidelines to re-create screens for new global product launch, including localized UI/UX screens for multiple IOS devices. Collaborated with both international and US teams.

Backroads

Berkeley - Marketing Designer

August 2017 - January 2018

Collaborated closely with the Marketing team, for new customer acquisition efforts as well as the adaptation of the newly developed re-branding. Design Catalog and Mailers for print while integrating the new design systems from a design agency handoff.

Puori

Sausalito - Brand + Strategy Designer

April 2017 - June 2017

Delivered strategic design communication for multiple channels before and during re-branding. Learned to utilize Google Analytics, data, and research for an e-commerce site. Developed a business case to support a campaign idea for a promotion. On a daily worked cross-functionally with Marketing (Social Media and E-mail) and PR.

Wilsted and Taylor Publishing

Oakland - Print Designer

January 2017 - March 2017

Work with editors and creative directors to establish layout designs. Meet with clients and other designers to go over project updates.