

# Ashmeet Saggu

## Education

University of Washington, Seattle

Bachelor of Design,  
Interaction Design - June 2021

Deans List - 2019  
Purple and Gold Scholar

## Design Tools

Adobe Creative Suite  
Figma  
Miro  
Sketch  
InVision

## Design Skills

Usability Testing  
Storyboarding  
Wire-framing  
UX Research  
Photography  
Illustration  
Digital Editing  
Videography

## Soft Skills

Critical Thinking  
Time management  
Leadership

## Relevant Courses

Visual Storytelling  
Interface Design  
Adv. Interaction Design  
Data Visualization

portfolio:

<https://www.ashmeetsaggu.com/>

linkedin:

<https://www.linkedin.com/in/ashmeet-saggu-07ba01133/>

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510-461-2787

## Experience

Computing ReApplied - Chief Design Officer 2021-2023

- Implemented a variety of cross-media medical design projects involving mobile and web UI design, UX/CX research, sales and marketing material, branding guidelines, and original logo creation.
- Established a UI design system for a working mobile application prototype used in a pediatric celiac disease medical research trial in the GI clinic at Seattle Children's Hospital.
- Constructed VC pitch decks for C-level contract discussions with medical research institution stakeholders which led to securing our first medical trial with Seattle Children's Hospital.
- Consulted with engineers to provide guidance on designs and specifications through regular reviews of implemented features - supported by Microsoft B2B program.
- Designed an engaging user experience flow with original graphics and UI to explain metabolic syndrome for the Healthwiz web portal, a client facing API management system.
- Enhanced Instagram social media engagement by 200% over 6 months by creating and posting captivating info-graphics that explain new medical studies, often using original artwork and targeting wide audiences.

Computing ReApplied - Interaction Designer 2020-2021

- Executed design concepts based on detailed UX research of our audience through user journey maps, workflows, personas, day-in-the-life scenarios, and use case summaries.
- Laid the foundation for the original design system and guidelines through use of design principles, typography, color theory, layout, attention to detail, and conceptual thinking.
- Constructed a comprehensive custom component library in Figma used on a symptom and diet tracker app, MyMedDiary.
- Supervised three design interns and delegated tasks to contribute to their portfolio growth.

Vlocity, Salesforce - UI/UX Summer Internship 2019/2020

- Conducted remote usability testing on LWC Omniscrypt software to enhance user experience for global insurance agencies.
- Contributed to creating Sketch library of components using the Newport Design System.
- Converted website wire-frames to mobile interface for Vlocity Health Insurance Baseline.
- Implemented micro-interactions using Adobe XD for Verizon Small Business App.