

# MASHA ROMANOVA

Visual Designer

BASED IN AUSTIN, TEXAS

MASHABYDESIGN.COM  
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LinkedIn.com/in/mromanova

## EXPERTISE

UI/UX Design, Wireframing,  
Prototyping, HTML5, CSS3, JS,  
Bootstrap, Responsive Design,  
Mobile Design, Agile

## TOOLS

Adobe Creative Suite, Sketch,  
Balsamiq, Canva, Git, Magento

## EDUCATION

### Austin Coding Academy

OCTOBER 2018 - AUGUST 2019

Web Design

### The University of Texas

AUGUST 2011 - AUGUST 2015

Bachelor of Sociology

Business Certificate

Texas Mediation Certification

### Universitat Pompeu Fabra

JANUARY 2014 - MAY 2014

CIEE Study Abroad

## PROJECTS

### Bare Nutrition / Website Re-Design

JULY 2019 - PRESENT

UI/UX Design for local nutrition company to update website and create style guide for the brand

Tools: Adobe XD, Photoshop, Wix, Wireframing

## PROFESSIONAL EXPERIENCE

### Austin Subaru / Delivery Specialist & Design Center

FEBRUARY 2017 - PRESENT

- Achieved top tier national average customer satisfaction survey score for vehicle deliveries (965/1000)
- Facilitated dealership's highest delivery completion rate compared to similar volume dealerships nationally
- Averaged \$16k/mo profit over 7 months assisting part time in accessory sales department

Skills: oral communication, time management, customer service, sales, data management

### Campus Watch LLC. / Director of Communications

JULY 2016 - JANUARY 2017

- Implemented a grassroots marketing campaign through a curated network of influencers, organizations, and local businesses resulting in over 1000 downloads within the first 3 weeks of app launch
- Coordinated and executed app launch event with 200+ attendees in partnership with Sound on Sound Fest
- Oversaw development of brand positioning, message, and logo, and launched company website including graphic design, copy, and layout

Skills: public speaking, networking, brand development, marketing, event planning

### Melissa's / Store Manager

AUGUST 2015 - JULY 2016

- Directed the renovation, design, and opening of a new storefront
- Introduced 6 new product lines and designed two custom lines of apparel
- Sourced and oversaw production of custom merchandise and apparel for bulk group orders

Skills: merchandising, e-commerce, product development