

SASHA DIMOV

An Apple design alum with a passion for regenerative agriculture, sustainable environmental design and the health of people and our planet. A designer with a deep fine art foundation who values common sense, authenticity and curiosity.

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Experience

Steward | Head Product Designer *Nov. 2021—Oct. 2022 (1 year)*

- Sole designer at Steward, a startup specializing in raising capital for regenerative farm and food producers
- Established a formal design process and created a design system that will grow with the company. This significantly reduced friction in product development and marketing
- Worked with COO and VP of Engineering to develop an onboarding process that complied with complex financial regulations and assessed a user's financial risk tolerance
- Collaborated with VP of Marketing to develop campaigns, website content, digital and print ads, newsletters and printed media which increased lead generation and content engagement

Apple | Product Designer *June 2018—Aug. 2021 (3 years)*

- Design owner of a next gen, no-code platform that reimagines the development of custom business processes. This work is currently in production and is being used by customers
- Collaborated with two product managers and an engineering team of twelve to accurately translate product requirements into working software
- Worked directly with customers to assess pain-points and conduct user testing, which informed the product roadmap and future design decisions
- Pioneered a new design system rooted in modern UI principles to increase the efficiency and consistency of product development

UC Berkeley | Instructor *Fall 2019 (1 semester)*

- Taught UC Berkeley sponsored course—DES INV 198: Graphic Design Principles
- Developed weekly curriculum covering design fundamentals, color theory, typography, layouts, UI/UX design and branding
- Led in-class design critiques, facilitated project work and supported each student throughout the entire semester

UC Berkeley Innovative Design | Head of Marketing *2019 (1 year)*

- Created and curated original artwork that represented the voice, branding, and reputation of our creative agency
- Co-lead and managed a six-person design team
- Designed marketing campaigns from the ground up for club recruitment, speaker series, design hackathons and workshops at UC Berkeley

Education

UC Berkeley

B.S. Society & Environment

Core Skills

Figma
Sketch
Illustrator
Photoshop
Fine Arts
HTML & CSS
Agile Development
User Testing
Prototyping

Deep Interests

Drawing & painting
Regenerative agriculture
Human health
Urban gardening
Rock climbing
Backpacking
Skiing powder
Cooking & baking
Fermentation
Reading & journaling

