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Rosha Motti

Senior Product Designer

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01

DESIGN TOOLS

Figma . Adobe Suite
Framer . HTML / CSS . AI Tools
Pen & Paper

02

SKILLS

User Interviews & Research .
Persona Development .
Brainstorming . User Testing .
Wireframing & Rapid Prototyping .
Branding . Identity Design

03

EDUCATION

Academy of Art University
BFA 2006-2010
Web Design / New Media

San Jose State University
2003-2006
All upper division courses in
Computer Science

04

DESIGN THINKING ED.

Design Thinking Bootcamp
Stanford d.school 2013

Good Design Faster
Adaptive Path 2012

Human Centered Interaction
Scott Klemmer 2012

05

EXPERIENCE

Freelance UI/UX Designer 2017-present
Designing branding and web applications for tech start-ups.
Have also invested time in helping various women led small
businesses establish an online presence.

UI/UX Designer at Instartlogic (Acquired by Akamai) 2012-2015
Led end-to-end design in cross-functional teams with PM,
engineers, marketing, and business stake holders from
inception to acquisition.

Drove design process on digital features and provided art
direction and design for marketing campaigns, White Papers &
marketing collateral.

Key projects include creating and adding features to the web
application, working closely with a design agency for the 3rd
iteration of our website, over seeing the design of the work
space over 2 moves as the company grew.

UI Designer at SocialShield (Acquired by 2010-2011
German Security Company Avira)
Provided user interface design, wire-frames, and high fidelity
mock-ups for Web Application. I was also in charge of creating
marketing collateral and product videos.

Production Designer for Apple 2010
On-site production design as a contractor for iPhone 4G's
launch at Apple. Worked closely with both design and
engineering teams.

2023