Sasha Heye

MOTION DESIGNER · LOS ANGELES, CA

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– EXPERIENCE

Motion Designer

Feb 2024 – Present

WongDoody, Los Angeles, CA

- Build motion for T-Mobile's in-store experience, a 20+ year client relationship, alongside a team of designers, creative directors, and client partners. Take work from storyboard and concept through animation and final cut for flagship takeovers and seasonal campaigns on in-store displays in every T-Mobile store nationwide.
- Led usability testing and redesigned T-Mobile's in-store tablet flow, deployed to 14 stores nationwide. Built the Figma files and component libraries the team works from.
- Took a hands-free XR workflow for Baptist Health nursing staff from blank page to working prototype on Vuzix smart glasses, with a full design system, and presented it at the client's health innovation conference.
- Art directed AI-powered campaign concepts for new-business pitches to Aritzia and Tory Burch, turning a handful of existing assets into a full campaign with visuals built in Weavy.
- Automate repetitive motion production with scripting and AI-assisted tools, freeing the team's time for creative work and speeding up delivery.

Associate Motion Designer

Jan 2023 – Feb 2024

Motimatic, Oakland, CA

- Designed and strategized social campaigns backed by motivation science that drove enrollment and student success at 175+ universities.
- Created an ADA compliance checklist that brought every design up to accessibility standards.
- Partnered with copywriters and marketing strategists so design shaped campaign strategy from the start.

Brand & Strategy Intern

Aug – Nov 2022

Innovation Protocol, Los Angeles, CA

- Led a mock rebrand of Kumon, a math and reading learning center.
- Worked with designers and brand strategists to build a brand platform aligned with strategic goals and market positioning.
- Crafted a design system with a color palette, graphic elements, and typography guidelines.

– LEADERSHIP

President, Women in Computer Science

June 2021 – 2022

University of Oregon, Eugene, OR

- Led weekly events including interview workshops, technical problem sessions, alumni guest speakers, and socials.
- Delegated tasks to the planning committee for our annual conference, "TechTogether," and oversaw the budgeting and outreach sub-committees.

– EDUCATION

University of Oregon
Major, Art & Technology, College of Design
Minor, Computer Science, College of Arts and Sciences

– CERTIFICATES

University of California, Berkeley
Certification in UX Design

– SKILLS

Motion Design
Art Direction
Product Design
Usability Testing
Design Systems
Prototyping
Accessibility
Brand Strategy
Client Presentation

– TOOLS

Figma
After Effects
Weavy
AI Prototyping
Claude Code