

# Stone Sagala

## Work Experience

### **UX Designer** | PDQ | 02/2023 – current

- Led several projects to help system administrators manage networks with over **5,000 devices** in a single interface by applying information architecture best design practices to complex data structures.
- Implemented AI into our research process to automatically pull insights, documents requests, and inform stakeholders on user needs by building agents and training models.
- Self-taught in vulnerability, macOS, and Windows management to design solutions for three cross-functional teams using an object-oriented approach.

### **UX/UI Designer** | KLAS Research | 02/2022 – 06/2023

- Implemented an accessible design system that will save the company approx. **\$800,000 over 5 years** by applying accessibility standards, UI design, and collaborative teamwork.
- Led a team to define and test the infrastructure of a survey management platform responsible for \$25,000 of surveys annually by collaborating across teams, conducting in-house research, and partnering with developers.
- Conducted user research with 100+ healthcare professionals like usability tests, interviews, surveys, and more, to inform user-centered design and business decisions.
- Establish design processes and documentation guidelines for the UX team.

### **UX/UI Designer** | Freelance | 02/2019 – 02/2022

- Increased site sessions, for clients, by up to **100%** and decreased bounce rates by up to **30%** through high-quality visual design, data-informed decisions, and optimized information architecture.
- Performed user research activities on over 6+ projects to inform the business and design decisions by using interviews, field research, and surveys.
- Managed projects for 10+ clients from initial meetings to deployment by using project management, open communication, and an efficient design process.

### **UX Designer & Marketer** | Utah Motorsports Campus | 04/2021 – 10/2021

- Increased the time that **20K users a month** spent on the website by **2x** by using effective information architecture, captivating UI, and creative content.
- Reduced bounce rates from 60% to 49% in 3 months by working with developers to decrease the website load time from 10 to 4 seconds.
- Boosted UMC's LinkedIn followers by 164% and Pinterest engagements by 69% by doing user research and creating engaging content.

### **UX Designer & Marketer** | Joseph Mitchell LLC | 05/2020 – 04/2021

- Developed design and brand strategy **across 2 companies**.
- Designed product listings and sales funnels for 50+ items, targeting users from various sources and using unique brand-focused approaches.
- Collaborated with event and print specialists to host multiple events for 30+ employees and potential business partners.

## Contact

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## UX Skills

### **Design**

UX design, UI design, interaction design, information architecture, accessibility, design systems, prototyping, object-oriented design

### **Research**

user research, usability testing, user flows, interviewing, surveying, data analysis

### **Communication**

collaboration, storytelling, training, writing, public speaking, active listening

### **Tools**

Figma, Illustrator, Photoshop, HTML/CSS, Jira

## Education

### **Utah State University**

B.S. Marketing

## Certifications

### **Stage Academy**

Mastering the art of storytelling and communication from professional trainers at Facebook, Microsoft, etc.

### **OOUX Masterclass**

Object-Oriented UX is a methodology used in orgs. like Delta, IKEA, Disney, etc.

### **Shift Nudge**

Rigorous UI course taken by designers from Twitter, EA, etc.