

CHELSEA DEGA-HASSLER

UX Design | Data Science



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SUMMARY

I'm a User Experience strategist and designer specializing in user engagement and gamification. My style is bold, lean, rapidly iterative collaborative design. My background is in research and cybernetics. Brands I've worked with include Tongal, a disruptive advertising platform with a user base of over 70,000 people.

EDUCATION



General Assembly, Los Angeles, CA

User Experience Design Immersive, 2014



Gesundheit Institute's School for Designing a Society,
Urbana, IL **Post-Baccalaureate | Social Cybernetics**, 2012

• Full scholarship recipient



The Colorado College, Colorado Springs, CO

Bachelor of Arts | Political Science, 2010

- Pepsi Corporation Health and Medical Scholarship
- Society of Women Engineers Excellence in Math & Science Scholarship
- President's Grant recipient
- Mortar Board Honor Society

SKILLS

User flows
Prototyping
Wireframing
Gamification
User research
User retention
Usability testing
Brand narrative
Interaction design
Experience design
Competative Analysis
High Fidelity Mockups
Immersive experiences
Information architecture
Ethnographic discovery
Mobile clickable prototyping

TOOLS

POP
Hype
Axure
Sketch
InVision
Keynote
Illustrator
Photoshop

KEY PROJECTS

Tongal iOS Native Voting Application

Connectsy Etsy Additional Feature Pitch

4CE.xyz Biometricly-Linked Website

EXPERIENCE

Data Scientist/ Marketing Researcher, Go Moment Los Angeles, CA 2013-2014

Conducted marketing research and did copy writing for an innovative experiential-motivated start-up in the white glove hospitality sector.

Owner, Radiant Fitness Los Angeles, CA 2013

Owner and principal trainer at personal training and holistic wellness company. Organized and execute fitness, nutrition and lifestyle programs for clients. Also taught occasional aerial dance trapeze classes.

Marketing Coordinator, Piper's Shoe Parlor San Francisco, CA 2011 - 2012

Designed, organized and implemented promotions and events and assisted in selecting merchandise for SF's favorite shoe boutique (voted "Best of SF" in 2012).

Media Relations Intern, State Senator Michael Bennett

Colorado Springs, CO 2010

Directed and managed volunteers as an Intern for senator's re-election campaign. Other duties included voter outreach, media relations, recruitment, scheduling and event planning.

RESEARCH

- Independent biotechnology and epidemiological research under the mentorship of Dr. Marijo Kent-First (Mississippi State University) and Neal First (University of Wisconsin, Emeritus) on Y-chromosome AZF micro-deletions in relation to worldwide male-factor infertility.
- The Colorado College Venture Grant field study on the socio-political ramifications of trade liberalization in contemporary Peru. Mentored by Dr. David Hendrickson in association with The Colorado College Political Science Dept.
- Epidemiological Research Assistant to Dr. Dorothy A. Ginnett (University of Wisconsin – Stevens Point) for the Wisconsin DNR.