

# Sara Stalla

**Product Designer**  
Designing 0 → 1 and 1 → 2

## Education

### **Carnegie Mellon University**

Master of Human-Computer Interaction  
Pittsburgh, PA | Dec 2017

### **Yale University**

B.A. American Studies, film concentration  
New Haven, CT | May 2013

## Select UX experience

### **Facebook**

Content Designer  
Menlo Park, CA | Jun 2018 - Feb 2021

#### *New Product Experimentation*

Co-designed 8 new apps from 0 → 1 for  
Facebook's new innovation arm.

#### *Pages Integrity*

Designed products to combat misinfo and  
increase trust & transparency, and built  
system frameworks to scale the work.

### **Parametric Press**

Co-Founder / UX Lead / Editor  
Oakland, Seattle, Atlanta | 2018 - Present  
Digital magazine for interactive articles:  
<https://parametric.press>

### **NASA JPL + Caltech + ArtCenter**

UX Design Intern  
Pasadena, CA | Jun - Aug 2017

Designed data visualization dashboards  
for the daily operations of scientists and  
engineers on three teams.

## Design recognition

### **Facebook HAX Program Acceptance**

Designer for a project selected for 6-month  
incubator program (4% acceptance rate)  
Menlo Park, CA | Dec 2020

### **ACM-CHI Conference Presentation**

"Towards Design Principles for Visual  
Analytics in Operations Contexts"  
Montréal, Canada | Apr 2018

### **Devpost Staff Pick**

Designer for "Amviewlate", presented at  
ArchHacks Hackathon  
St. Louis, MO | Oct 2016

## Skills and tools

### **Design methods (samples upon request)**

Storyboards, user journey maps, service  
blueprints, wireframes, high fidelity mocks,  
design sprints, branding & identity  
workshops

### **Creative software and web apps**

Sketch, Figma, Adobe Photoshop +  
InDesign, Origami, Framer Studio, InVision,  
Mural, Balsamiq, Final Cut Pro

### **Web development**

HTML, CSS, JavaScript

### **Languages**

Spanish (avanzada), French (je parle un  
peu)