

# SARA TESLER

## User Experience Designer

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www.saratesler.com

*I am a user experience designer who solves ux challenges and creates intuitive design solutions.*

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### UX PRACTICES

UX Design, Interaction Design, Information Architecture, Competitive Analysis, User Research, Usability Testing, Affinity Diagramming, Persona Creation, Sketching, Wire-framing, Prototyping, Presenting, Storytelling, HTML & CSS

### UX EXPERIENCE

**General Assembly**, Chicago IL, 7/2015 - 9/2015

*User Experience Design Immersive*

Utilized hands-on approach to improve user-centered design methods, ideation and prototyping, visual design, information architecture, and basic knowledge of HTML, CSS, and JavaScript. Developed a portfolio of individual and collaborative projects, including:

- Netflix: Designed a MVP responsive solution to significantly increase social activity & sharing, so Netflix can surpass competitors
- Cat & Mouse Games: Redesigned their website to generate customer loyalty, trust, and personal service
- FEEDMe: Designed the prototype for an iOS app to promote healthy meals at home that are cost and time efficient

**Channel IQ**, Chicago IL, 12/2013 - 7/2015

*User Experience Designer & Account Manager*

- Conducted user research and consolidated research findings through documentation that have been used by both development and design
- Led a proto-persona session consisting of 12 Account Managers to develop personas that represented users which drove design decisions
- Created critical external and internal user flows for the product team to consult during redesign
- Exceeded client retention goals by creating deliverables and offering responsive service

**ADDITIONAL WORK** **Core 3 Creative**, Chicago IL, 3/2012 - 12/2013

*Account Manager*

- Increased customer traffic by 30% by owning and redesigning email blasts
- Oversaw new implementations to verify all specifications and data were correct for a successful launch

### EDUCATION

**General Assembly**, Chicago IL

User Experience Design Immersive, 2015

**University of Kansas**, Lawrence KS

Bachelor of Arts in Classical Antiquity, 2011

Study Abroad, KU in Ancient Greece, Summer 2010

### VOLUNTEER

**PAWS Chicago**, Chicago IL