

SARA TESLER

User Experience Designer

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

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

TOOLS

Sketch, Omnigraffle, Balsamiq, InVision, draw.io, POP App, PowerPoint, Google Drive

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