

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, Cross-Collaboration, Persona Creation, Interaction Flows, Site Maps, Sketching, Annotated Wireframes, Prototyping, Presenting, basic HTML & CSS

UX TOOLS

Omnigraffle, Sketch, InVision, Axure, draw.io, POP app, Microsoft Office

UX EXPERIENCE

Rightway Gate, Carlsbad CA, 3/2015-Present

Lead UX Strategist and Designer

- Hired to spearhead the design of an enterprise level ecommerce software
- Responsible for the research, design, and usability testing of feature adds and improvements to legacy software
- Restructured information architecture of ecommerce stores to create a more browsing friendly shopping experience

Bellwether Made, Chicago IL, 2/2016-3/2016

UX/UI Designer, Contract

- Designed key features from concept to final handoff to engineering for a custom SaaS dashboard

Plum Tree Group, Chicago IL, 11/2015-1/2016

User Experience Designer, Contract

- Researched, strategized and launched UX improvements company wide
- Instilled user-experience design into multiple web properties for major ecommerce companies with efforts cited as instrumental to customer acquisition increases
- Pioneered the use of usability testing for client portals and ecommerce

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

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