



Sasha Simone Tuel

User Experience Designer

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Relevant Experience

UX Researcher April 2022- Present

Stealth Consumer Services Startup | San Francisco, CA

Qualitative research methods such as user interviews, usability testing, diary studies, surveys, and contextual inquiry. In-depth competitive analysis and market research. Work with team to analyze research results and adjust designs for improved usability.

UX/UI Designer March 2022- Present

Weave.AI | Website Redesign & Product Testing

I conduct user interviews, stakeholder interviews, heuristic evaluation, & usability testing to help Weave.AI showcase the versatility of their complex products in a way that users understand. Used A/B Testing & rapid iteration to determine the most intuitive way to showcase Weave.AI's customizable, revised feature list. Helped create consistent UI Design by updating and maintaining style guide. Currently conducting ongoing product testing on Weave.AI's core technology.

Project Manager March 2022

Qoria | App - Feature Development

Collaborated with a team of 5 UX Designers to improve app functionality & develop two new features over a 5-week sprint. Created a detailed project plan using Jira software. Allocated tasks, held regular stand-ups to identify blockers, initiated plans to overcome obstacles, & facilitated execution. Acted as the point of contact for all primary stakeholders at Qoria. Facilitated client meetings & feedback sessions to align the design team with company & stakeholder goals. Identified opportunities to realign priorities to stay within scope & ensure execution. Managed project to uphold deadlines when needed, including conducting user interviews, synthesizing research data, administering usability tests, & synthesizing results into actionable insights.

UX/UI Designer January 2022

Plenty Plate | UX Hackathon

Collaborated to create a tested prototype over a 1 week sprint. Wrote and fielded the results of an open ended survey to recruit interview participants, conducted user interviews, and created user Persona to guide design process. Conducted competitive analysis. Designed a 30-frame, high fidelity, clickable prototype and conducted user testing and iterations in final designs.

Extended Experience

Aerial Acrobatics Instructor June 2013 - Present

Athletic Playground | Emeryville, CA

Adapt & iterate teaching techniques to best fit student needs based on feedback, successes, & challenges. Identify roadblocks to student success & implement plans & techniques to help students achieve their goals and overcome obstacles.

Summary

A User Experience Designer with a background in aerial acrobatics. My experience as a circus instructor has taught me the importance of empathy and communication when collaborating in any creative endeavor and instilled in me a love of problem-solving and making people's lives easier and more delightful. I have a passion for vision led, collaborative, and creative work.

Tools & Skills

User Research Usability Testing

Persona Prototyping

Wireframing Figma

Information Architecture Adobe XD

Education

General Assembly 2022

240 Hour UX Design Certificate

California State University, Chico 2011

Bachelor of Arts, Psychology