www.sarastalla.com   sarastalla@gmail.com   (203) 606 - 7056   @sarastalla

SARA STALLA
interaction design | rapid prototyping | content strategy

experience

Tiles Madeira Hotel
UX Lead
FUNCHAL, PORTUGAL / JAN - DEC 2017
Performed extensive research on travelers over the course of eight months, from surveys and ethnographic observation to remote and in-person interviews. Refined a final concept after rapid iterations with a series of paper prototypes, InVision mock-ups, and high-fidelity Framer renderings.

NASA JPL + Caltech + ArtCenter
UX Design Intern
PASADENA, CA / JUN - AUG 2017
Worked with three teams to design data visualization tools for Mars rover telemetry prediction, cybersecurity anomaly detection, and 3D stem cell image segmentation. Engaged in contextual inquiry, studied analogous domains, and performed regular user testing to inform the development of functional, polished prototypes.

Facebook *via ProUnlimited + BCForward*
Senior Content Analyst
MENLO PARK, CA + NEW YORK, NY / MAY 2014 - AUG 2016
Served as deputy team lead, helping to manage a team of local and remote curators for nascent product development projects and consistent quality review.

projects

The CMU Simon Initiative | "Echo"
UX Designer
PITTSBURGH, PA / NOV - DEC 2016
Researched, storyboarded, designed, and tested an automated feedback service with multiple stakeholders.

ArchHacks '16 | "Amviewlate"
UX Researcher + Designer
ST. LOUIS, MO / OCT 2016
Researched and designed an AR experience to enhance mobility in people with Parkinson's disease with two teammates over the course of two days.

CMU ArticuLab | "SARA"
UX Researcher + Content Strategist
PITTSBURGH, PA / OCT - DEC 2016
Crafted conversations for the "Socially Aware Robot Assistant" (SARA) in preparation for the White House Frontiers Conference and WEF '17.

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

skills

RESEARCH METHODS
Contextual inquiry, remote + in-person interviews, surveys, ethnographic observation, affinity diagrams, value flow models, personas, diary studies

DESIGN METHODS
Scenarios, storyboards, concept maps, story maps, customer journey maps, service blueprints, sequence flow diagrams, participatory design workshops, sketches, wireframes, high fidelity mock-ups, branding + identity

USER TESTING
Paper and digital prototypes, parallel prototypes, thinkalouds, heuristic evaluation, card sorting, speed dating

CREATIVE SOFTWARE + WEB APPS
Sketch, Adobe PhotoShop + InDesign, Framer Studio, InVision, Mural, Balsamiq, Figma, Final Cut Pro

WEB DEVELOPMENT (FAMILIAR)
HTML, CSS, JavaScript
Original site design + development: www.sarastalla.com

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

design work recognition

ACM CHI '18 PAPER ACCEPTANCE
"Towards Design Principles for Visual Analytics in Operations Contexts"
MONTRÉAL, CANADA / APR 2018

DEVPOST STAFF PICK
"Amviewlate", presented at ArchHacks '16
ST. LOUIS, MO / OCT 2016