

# Stone Sagala

## Work Experience

### UX Designer | PDQ | 02/2022 – current

- Designs features for three teams responsible for Mac device management, vulnerability management, and secure remote access across endpoints.
- Created AI workflows that save employees 7+ weeks of manual labor every quarter by teaching myself prompt engineering, automation best practices, and tackling high-pain-point workflows.

### UX/UI Designer | KLAS Research | 02/2022 – 06/2023

- Implemented an accessible design system that will save the company approx. **\$800,000 over 5 years** by applying accessibility standards, UI design, and collaborative teamwork.
- Led a team to define and test the infrastructure of a survey management platform responsible for \$25,000 of surveys annually by collaborating across teams, conducting in-house research, and partnering with developers.
- Conducted user research with 100+ healthcare professionals like usability tests, interviews, surveys, and more, to inform user-centered design and business decisions.
- Establish design processes and documentation guidelines for the UX team.

### UX/UI Designer | Freelance | 02/2019 – 02/2022

- Increased site sessions, for clients, by up to **100%** and decreased bounce rates by up to **30%** through high-quality visual design, data-informed decisions, and optimized information architecture.
- Performed user research activities on over 6+ projects to inform the business and design decisions by using interviews, field research, and surveys.
- Managed projects for 10+ clients from initial meetings to deployment by using project management, open communication, and an efficient design process.

### UX Designer | Utah Motorsports Campus | 04/2021 – 10/2021

- Increased the time that **20K users a month** spent on the website by **2x** by using effective information architecture, captivating UI, and creative content.
- Reduced bounce rates from 60% to 49% in 3 months by working with developers to decrease the website load time from 10 to 4 seconds.
- Boosted UMC's LinkedIn followers by 164% and Pinterest engagements by 69% by doing user research and creating engaging content.


### UX Designer | Joseph Mitchell LLC | 05/2020 – 04/2021

- Developed design and brand strategy **across 2 companies**.
- Designed product listings and sales funnels for 50+ items, targeting users from various sources and using unique brand-focused approaches.
- Collaborated with event and print specialists to host multiple events for 30+ employees and potential business partners.

## Contact

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## UX Skills

### Design

UX design, UI design, information architecture, accessibility, design systems, prototyping, object-oriented design

### Research

user research, usability testing, user flows, interviewing, surveying, data analysis

### AI

prompt engineering, model evaluations, automation, vibe coding

### Tools

Figma, Notion, Linear, Jira, Qualtrics, Claude, OpenAI, N8N, Zapier

## Education

### Utah State University

B.S. Marketing

## Certifications

### Shift Nudge

Rigorous UI course taken by designers from Twitter, EA, etc.

### OOUX Masterclass

Object-Oriented UX is a methodology used in orgs. like Delta, IKEA, Disney, etc.

### Stage Academy

Mastering the art of storytelling and communication from professional trainers at Facebook, Microsoft, etc.