

# Sarita Schaffer

UX Design • Research • Innovation

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## Core Competencies

AI-powered Consumer Tech • v1 Products • Concept Design & Validation • Multimodal UI • Qualitative & Quantitative User Research • Interaction Design • Prototyping • Product Strategy • Stakeholder Presentations • Systems Thinking

## Work

### Amazon (Confidential)

Nov 2022 - present

#### Sr. UX Designer

Designing the core pillars of a disruptive new retail category.

### Amazon Glow

Oct 2021- Nov 2022

#### Sr. UX Designer & Interim Research Leader

Led design & strategy for creative arts & reading experiences, leveraging Glow's IR cameras and projector to invent interactive activities that bridge digital and physical. Created a top-engaging interactive book, paper crafting hero experience, and ML augmented storytelling concepts.

### Alexa News

Oct 2019-Oct 2021

#### Sr. UX Designer

Set the product vision and multi-year CX roadmap for a multimedia, input modality-fluid, ad-supported, personalized, aggregated news experience across all Alexa enabled surfaces. Developed conceptual diagrams, workflows, wireframes, visual mockups, and prototypes. Redesigned the publishing pipeline redesign to scale from 13 to 100+ providers, increase security, reduce time to publish, and transition to automated content moderation.

### Alexa Framework

#### Alexa Design System

#### Amazon Halo

Apr 2016-Oct 2019

#### Sr. UX Designer

Collaborated with top engineers to translate the Alexa Design System into Alexa Presentation Language, a markup language that enables thousands of 1st and 3rd party Alexa experience creators to expedite the design-development process while maintaining design excellence. Developed and maintained detailed user-interface specifications

Conceptualized, prototyped, and tested hardware configurations and features that became pillars of Amazon Halo, Amazon's first fitness product.

#### UX Designer

Structured, authored, and reviewed the Beta Alexa Design Guide, the industry's first multimodal HIG. Developed framework for multidevice management. Designed the out of box experience for the 1st generation Echo Show, a 1st in category device.

### Aquent Studios

Aug 2015 - Apr 2016

#### UX Designer

For Amazon Dash Button, designed a Bluetooth setup flow to reduce registration errors, created a multiple item order experience, and streamlined the button label design process.

### Viva Farms &

#### WSU Extension

Feb 2009-Oct 2013

#### Founder / Regional Coordinator, Immigrant Farms Program

Co-founded and directed a multifaceted, earned-income non-profit supporting sustainable agriculture and social equity. Managed a variety of roles including operations, fundraising, marketing, PR, HR, and public speaking. Crafted legislation to legalize farm internships. Partnered with local credit unions to create new financial instruments for farm startups.

Designed and deployed WSU's first bilingual farm entrepreneurship program in Western Washington. Led institutional collaboration with local technical colleges, laying the foundation for a \$1 million National Science Foundation grant for a regional community college consortium.

## Key Tools

Figma, Sketch, Invision, Adobe Creative Suite, UserTesting.com

## Education

The Evergreen State College  
BA • Social Entrepreneurship (2004)

Seattle Central College  
AAS • UX Design (2015)