

Sarita Schaffer

UX Design • Research • Innovation

www.saritaschaffer.com/ux

saritarole@gmail.com

206-914-7948

Core Competencies

AI-Native Product Strategy • Human-in-the-loop (HITL) Workflow Design • AI-powered Consumer Tech • Multimodal Interaction Design • Service Design • Qualitative & Quantitative User Research • Systems Thinking

Work

Rev July 2024 - June 2026	Staff UX Designer Led Rev's pivot from a transcription service to an enterprise legal AI platform; designed bulk file management, HITL workflows that reduced RTF, and AI clip suggestions that surfaced critical evidence for 2,000+ legal and law enforcement agencies.
Amazon (Confidential) Nov 2022 - June 2023	Sr. UX Designer Spearheaded the UX strategy for a new retail category, reimagining Amazon's established physical retail patterns to support the novel integration of cryptocurrency-backed assets with physical goods.
Amazon Glow Oct 2021- Nov 2022	Sr. UX Designer & Interim Research Leader Led design strategy for multimodal AI experiences, bridging physical and digital interaction through computer vision and adaptive projection. Created top-engaging interactive reading & paper crafting activities and ML-augmented storytelling concepts.
Alexa News Oct 2019-Oct 2021	Sr. UX Designer Directed the multi-year UX roadmap for a personalized, input modality-fluid, ad-supported, aggregated news experience across all Alexa-enabled surfaces. Redesigned the publishing pipeline to scale from 13 to 100+ providers, enhancing security, reducing time to publish, and automating content moderation.
Alexa Framework Alexa Design System Amazon Halo Apr 2016-Oct 2019	Sr. UX Designer Architected scalable design systems for AI-enabled platforms, defining patterns for voice-first, multimodal, and agentic interactions, enabling thousands of 1st and 3rd party creators to accelerate development while maintaining high design standards. Conceptualized and validated hardware configurations that defined the core pillars of Amazon's first fitness product, Amazon Halo. Defined the industry's first multimodal design standards (Beta Alexa Design Guide), architected a framework for multidevice management, and designed the out-of-box-experience for the category-defining first-generation Echo Show.
Aquent Studios Aug 2015 - Apr 2016	UX Designer Streamlined Amazon Dash Button's setup flow to minimize registration errors, architected a multi-item ordering experience, and optimized the product's label customization process.
Viva Farms / WSU Extension Feb 2009-Oct 2013	Founder / Regional Coordinator, Immigrant Farms Program Co-founded and directed a non-profit supporting sustainable agriculture through legislative advocacy, the development of specialized financial instruments, and the launch of a bilingual entrepreneurship program that won multiple awards and secured over \$2M in grants.

Key Tools

Figma, Claude Design & Code, Linear, VSCode, CloudFlare, Usertesting.com, NotebookLLM

Education

The Evergreen State College
BA • Social Entrepreneurship (2004)

Seattle Central College
AAS • UX Design (2015)