

FAILENN ASELT

Product designer for the AI-native era.

New York, New York | +1 (203) 451-9512 | failennaselta@gmail.com | failennaselta.com

SELECTED PROJECTS

BUDDY | failennaselta.com/buddy

FastAPI · Whisper · GPT-4o · Fal.ai · Mermaid.js · React · Raspberry Pi · Linux · 3D printing

- Owned full product lifecycle solo, user research, Figma prototype, to working hardware, shipped in 2 weeks
- Made every product decision: interaction model, AI pipeline, hardware constraints, and deployment strategy
- Executed user testing to refine real-time AI output UX; reduced perceived latency and improved feedback

Eidolon | failennaselta.com/eidolon

Google AI Studio · GCP · Figma · UX Research · Wireframing · Prototyping

- Owned full product design lifecycle: research strategy, synthesis, information architecture, and design
- 4 user tests, lo→hi wireframes, and a dual-agent framework built around AI transparency and user autonomy

N1ghtterrors | failennaselta.com/nightterrors

Node.js · HTML/CSS/JS · User Research · Vercel

- Built a clothing and media brand end-to-end, UX, visual identity, frontend, and ongoing product iteration; 50%+ of inventory within the first week of launch

EXPERIENCE

FAILED. Design | January 2026 - Present | *Weston, CT*

Founder

- Founded and operated an independent design practice, owned business development, design, and delivery
- Cut material waste 80% via parametric process; reduced project costs 40% through fabricator partnerships
- Managed client engagements from initial brief through stakeholder reviews, town approvals, and handoff

ReGenerating Education | July 2025 - January 2026 | *Remote*

Junior Design Consultant

- Collaborated to challenge traditional educational theory and produce Construction Documents (CDs)
- Synthesized qualitative user research into high-fidelity deliverables across 3+ stakeholder review cycles
- Refined architectural interventions, iterating weekly on massing and layout for programmatic goals

Cloud9 | September 2024 - July 2025 | *Blacksburg, VA*

Junior Co-Design Lead

- Co-led net-zero installation for Venice Biennale delivered ahead of schedule and under budget
- Directed 25-person team spanning landscape architecture, engineering, and computer science
- Secured \$100K partnership via narrative pitch to USM CEO; co-built parametric design tool

CLB Architects | June 2024 - August 2024 | *Jackson, WY*

Intern

- Designed Grasshopper-driven products; reduced fabrication costs 20%; published on ArchDaily
- Built pitch decks and narrative visualization assets to secure new commissions

JAHN | August 2023 - December 2023 | *Chicago, IL*

Intern

- Custom CMS theme with strict typographic system and minimal, brand-aligned UI
- Developed 3D models and printed prototypes for Google's Thompson Center renovation

SKILLS

Code: JavaScript, TypeScript, React, HTML5, CSS3, Python, FastAPI, Node.js, Grasshopper, Next.js, Vercel

Design: Figma, UX/UI, Rhino 8, V-ray, Keyshot, Adobe Creative Suites, Blender

AI / Cloud: Google AI Studio, GCP, OpenAI (Whisper, GPT-4o), Fal.ai, Cursor, Claude

Hardware / Fab: Raspberry Pi, Linux, 3D printing (PLA/Resin)

AWARDS

ECC Awards 2025 - Shortlisted

Top 11 Curatorial Event - Venice Biennale 2025

EDUCATION

Virginia Tech | Class of 2025 | *Blacksburg, VA*

B.Arch, Minor: Philosophy, Political Science and Economics | AIAS Chapter President

Exchange - USI Università della Svizzera italiana | *Mendrisio, CH*