Kelly La

Contact

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Education

University of California, San Diego

B.S. Cognitive Science with a Specialization in Design and Interaction, Minor in Computer Science

2021 – 2025

Certificate

UX Design Certificate / Grow with Google

2023

Developed skills to conduct UX research and built prototypes on Figma & Adobe XD

Skills

End-to-End Product Design
Mobile/Web UI Patterns
Prototyping
Branding
Wireframing
Design Systems
Information Architecture
Interaction Design
Usability Testing

Softwares

Figma
Adobe XD
Adobe After Effects
HTML/CSS
Davinci Resolve

Experience

Instructional Assistant, COGS120: Interaction Design / UC San Diego

Jan 2025 – Mar 2025 | La Jolla, CA

- Held office hours aimed to guide 100+ students understand UX design fundamentals
- Contributed feedback on current iteration of the course to emphasize end-to-end Product Design
- Evaluated and graded assignments relating to design heuristics, usability, and user interface principles to minimize cognitive overload

Cashier / Ross Dress For Less

Jun 2024 – Aug 2024 | La Jolla, CA

- Created positive and orderly checkout experiences through attention to detail and strong communication
- Resolved customers pain points, practicing problem solving and active listening to improve customer experience
- Collaborated with team members to efficiently deliver customer-friendly service throughout the store

Projects

Early-Stage Product Design: iMessage Group Planning Feature

Dec 2025 – Current | Remote

- Aimed to reduce planning friction in group chats by keeping hangout details visible, structured, and easy to confirm.
- Conducted competitive analysis and user interviews to identify market gaps and core coordination pain points
- Designed end-to-end user flows and lo-fi prototypes, with plans to validate through usability testing and prepare for implementation

Seven Seas Roasting Co. Website Redesign

Jan 2025 – Mar 2025 | San Diego, CA

- Collaborated with the owner of Seven Seas Roasting Co. to highlight key services and draw in customers
- Planned and conducted interviews and usability studies to create design solutions that were intuitive and met user needs
- Designed high-fidelity prototype on Figma, delivering a visually engaging user experience that aligns with brand identity