Lasifu Ta

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experience

Present
Nov 2021

Product designer, Rewatch

Designed the Comment feature to enable async communication on video.

Designed the Series, Chapter, and Tagging features to find content quickly.

Coded the front-end user interface with HTML, CSS, Javascript, and Rails.

Increased Lighthouse accessibility score of the web clients by 40%.

Nov 2021
Sep 2019

UX designer, Amazon Web Service

Led the end-to-end design for AWS BugBust, an AI-enabled gamification experience for bug-fixing.

Designed Amazon DevOps Guru, an AI-driven service to find and predict anomalies.

Modernized the UI of Amazon Lex, a conversational AI and chatbot service.

Designed AWS Panorama, a computer vision application installed at the edge.

Sep 2019
Dec 2015

Product designer, Microsoft OneNote & Whiteboard

Led the design for Whiteboard mobile and web clients.

Designed interactions for different input methods and hardware devices.

Integrated Whiteboard into Microsoft Office and Teams ecosystem.

Defined user models to enable secure and smooth cross-tenant collaborations.

Worked on ink and Math related features for education scenarios.

Dec 2015
Jun 2015

UX designer, Microsoft Health & Band

Visualized health data to deliver actionable insights on web and mobile devices.

Run usability testing with researchers to collect users' feedback and iterate.

Polished the out-of-box experience of Microsoft Band to make a start easy.

education

May 2015
Sep 2013

Human-Centered Design & Engineering

Master of Science, University of Washington

User-centered design | Visual communication | User research

Jul 2012
Sep 2008

Cognitive Science

Bachelor of Engineering, Xiamen University

Computer science | Artificial intelligence | Software development