

EXPERIENCE

Freelance Product Designer | *tylerla.com*

Boston, Dec 2017 - Aug 2018

- Gather user requirements, designed web, and mobile applications for startups. Clients: Pavlok, No Monkey Business, Content Raven, HUBweek.
- Created component libraries, built clickable prototypes, and assisted engineers during design handoff and implementation.

Product Manager Intern | *Iron Mountain*

Boston, Jun - Aug 2017

- Redesigned dashboard and wrote an Excel VBA script that helped identify and renew 200+ expired contracts (over \$1 mil in revenue).
- Performed market research, competitive analysis, and pricing analysis for 3 cloud archive products.

Marketing Intern | *Boston Mayor's Office*

Boston, Feb 2014 - Jun 2016

- Audited web traffic, identified user behavior, produced analytics reports, and optimized content layout via Google Analytics and A/B testing.
- Designed forms, facilitated workshops, and translated materials to help low-income families and immigrants get access to government services.

SELECTED PROJECTS

Mars 2020 | *NASA Jet Propulsion Laboratory*

Seattle, Apr 2019 - Present

- Visualized the impact of atmospheric opacity on rover instruments to help scientists reduce planning time on the Mars 2020 mission.
- Led concept development, storyboard, hi-fidelity wireframes, visual, and motion design.

Hacking STEM | *Microsoft Education*

Seattle, Jan - Apr 2019

- Co-facilitated participatory design sessions and develop a STEM lesson plan for 3rd - 5th grade students.
- Implemented video prototyping, form study, and sketching as a means to explore, validate, and iterate design concepts.

Juneau | *Premera Blue Cross*

Seattle, Sep - Dec 2018

- Led interaction design, information architecture, and visual design for an app that helps dads navigate the postpartum journey.
- Took ownership in creating a style guide and component library that accelerated wireframe development and enhanced workflow.

EDUCATION

University of Washington

Seattle, Sep 2018 - present

Master of Human-Computer Interaction + Design

Suffolk University

Boston, Sep 2013 - May 2017

BSBA in Marketing & Information Systems

Concentration: Big Data Analytics

SKILLS

Design

Interaction design
Info. architecture
Wireframing
Storyboarding
Visual design
Component library
Rapid prototyping

Research

Usability testing
User interview
Contextual inquiry
Competitive analysis
Participatory design
Market research
Survey & metrics

TOOLS

Design

Sketch
Figma
Photoshop
Illustrator
After Effects
Premiere Pro
InVision

Analytics

SPSS
R Studio
Excel / VBA

Programming

HTML / CSS / JS
Arduino

ACHIEVEMENT

Student Commencement Speaker

Boston, May 2017

Suffolk University