

Tyler La

Interaction Designer

Seattle, WA

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PROJECTS

Mars 2020 Rover Planning | NASA JPL

Seattle, Apr 2019 - Present

- Conducted interviews with JPL scientists and engineers to diagnose the impact of Martian weather on rover instrumentation.
- Synthesized data to explore design opportunities and produce design requirements.

Hacking STEM | Microsoft Education

Seattle, Jan - Apr 2019

- Led photography, videography, video editing, and animation.
- Implemented rapid prototyping, form study, and participatory design to develop a STEM lesson plan for kids.

EXPERIENCE

Freelance UX Designer | No Monkey Business

Boston, May - Aug 2018

- Designed web and mobile interfaces for a client's coaching product.
- Collaborated with developers to create a component library.

Product Management Intern | Iron Mountain

Boston, Jun - Aug 2017

- Redesigned dashboard visualizations that helped identify 200+ expired client contracts.
- Performed market research, competitive assessment, and pricing analysis for cloud archive products.

Market Research Co-op | Boston Red Sox

Boston, Sep - Dec 2015

- Conducted user interviews and statistical analysis to mine for insights on customer behaviors.
- Presented a marketing plan to enhance ticket sales and improve promotion strategy to executives.

EDUCATION

Master of Human-Computer Interaction + Design

University of Washington, Seattle, Graduating Aug 2019

B.S.B.A Marketing & Big Data Analytics

Suffolk University, Boston, Sep 2013 - May 2017

SKILLS

Research & Design

User interview
Contextual inquiry
Participatory design
Usability testing
Competitive assessment
Information architecture
Wireframing
Visual design
Design system
Prototyping

Tools

Sketch / Figma
Illustrator
After Effects
Premiere Pro
Lightroom
HTML / CSS / JS
P5.js

ACHIEVEMENTS

Suffolk University | 2017

Student Commencement Speaker
Outstanding Student of the Year

LEADERSHIP

Ambassador | Mayor's Office

Boston, Jan 2013 - May 2016

Served as the ambassador for 3 tax seasons to help low-income families and local immigrants receive over \$200k tax credit.

Co-Founder | AIESEC Boston

Boston, Oct 2015 - Dec 2016

Led 20+ members. In one year, AIESEC Boston became top 10 chapter nationally.