Tyler La

UX & Product Designer | Seattle, WA | www.tylerla.com | tylerla129@gmail.com | 617-331-2832

EXPERIENCE

Freelance Product Designer | *tylerla.com*
Boston, Dec 2017 - Aug 2018

- Gathered 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