# Tyler La

**tyla**

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

## EXPERIENCE

### Graduate Product Designer | *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.
- Translated research insights into artifacts and design principles that guided interaction design and feature selection.

### Product Designer | *Freelance*

Boston, Dec 2017 - Aug 2018

Gathered user requirements, designed responsive web, and mobile applications for startups. Clients include:

- **No Monkey Business:** Designed a client management platform for habit coaches, built a clickable prototype, created a component library, and provided design specifications to the engineering team in Brazil and India.
- **HUBweek**: Conducted interviews, refined information architecture, and redesigned the ticket purchasing and registration process.

### Product Management 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.
- Conducted interviews and facilitated focus group with low-income families and immigrants to improve government assistance programs.

## SELECTED PROJECTS

### Hacking STEM | *Microsoft Education*

Seattle, Jan - Apr 2019

Co-facilitated participatory design sessions, implemented rapid prototyping, and developed a STEM lesson plan for 3rd - 5th grade students.

### Juneau | *Premera Blue Cross*

Seattle, Sep - Dec 2018

Led interaction design, information architecture, component library, and visual design for an app that helps dads navigate the postpartum journey.

## 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** | **Research** |
| --- | --- |
| Interaction design | Usability testing |
| Info. architecture | User interview |
| Wireframing | Contextual inquiry |
| Storyboarding | Competitive analysis |
| Visual design | Participatory design |
| Component library | Market research |
| Rapid prototyping | Survey & metrics |

## TOOLS

| **Design** | **Analytics** |
| --- | --- |
| Sketch | SPSS |
| Figma | R Studio |
| Photoshop | Excel / VBA |
| Illustrator | |
| After Effects | **Programming** |
| Premiere Pro | HTML / CSS / JS |
| InVision | Arduino |

## ACHIEVEMENTS

### Student Commencement Speaker

Boston, May 2017

Suffolk University

### Outstanding Student of the Year Award

Boston, May 2017

Suffolk University