

EXPERIENCE

Freelance Product Designer | tylerla.com

Boston, Dec 2017 - Aug 2018

- Gathered user requirements and designed a client management platform for a start-up’s online coaching service.
- Built a prototype in InVision, created a component library, and assisted engineers in India and Brazil during implementation.

Product Manager Intern | Iron Mountain

Boston, Jun - Aug 2017

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

Marketing Intern | Boston Mayor’s Office

Boston, Feb 2014 - Jun 2016

- Audited web traffic, produced analytics report, and created content strategy using Google Analytics and A/B testing.
- Facilitated workshops and prepared taxes to help low-income families and immigrants receive over \$200k tax credit.

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 to 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

Info. architecture
Wireframing
Storyboarding
Sketching
Visual design
Design system
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

ACHIEVEMENTS

Student Commencement Speaker

Boston, May 2017

Suffolk University