Tyler La

tyla

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

EXPERIENCE

NASA Jet Propulsion Laboratory | *Product Designer*

Master's capstone working with 18 scientists, engineers, and experts to help mission teams understand the impact of dust on the Mars 2020 rover.

Seattle, Mar - Aug 2019

- Built a responsive component library and visual system in Figma that accelerated wireframe development and design iteration.
- Led concept development, storyboard, hi-fidelity wireframes, visual design, design specification, and motion graphics.
- Developed metrics and methodology that helped the team perform a non-biased and consistent competitive analysis.

No Monkey Business | *Product Designer*

Boston, Apr - Aug 2018

- Gathered user requirements and designed a web platform that helped habit coaches manage and communicate with clients.
- Built a clickable prototype and provided design specifications to the engineering team in Brazil and India using Sketch and InVision.

Iron Mountain | *Product Management Intern*

Boston, Jun - Aug 2017

- Redesigned dashboard and wrote an Excel VBA script that helped identify 200+ expired contracts.
- Performed market research, competitive analysis, and pricing analysis for 3 cloud archive products.

Boston Mayor's Office | *Marketing Intern & Ambassador*

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 groups with low-income families and immigrants to improve government assistance programs.

SELECTED PROJECTS

Microsoft Education | *Hacking STEM*

Seattle, Jan - Apr 2019

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

Premera Blue Cross | *Juneau Postpartum App*

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 - Aug 2019

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

ACHIEVEMENTS

Student Commencement Speaker

Boston, May 2017

Suffolk University

Outstanding Student of the Year Award

Boston, May 2017

Suffolk University