

EXPERIENCE

NASA JPL | Graduate Product Designer

Help the Mars 2020 mission team understand the impact of dust on rover instruments to reduce planning time.

Pasadena, Apr 2019 - Present

- Translate research insights into design requirements that guide concept development, interaction design, and feature selection.
- Develop competitive assessment metrics that help the team perform a non-biased and consistent analysis.
- Storyboard, sketch, and create wireframes to elaborate interactions and validate design concepts.

Premera Blue Cross | Graduate Product Designer

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.

tylerla.com | Freelance Product Designer

Boston, May - Aug 2018

- Designed a client management platform that helped a start-up company expand existing offerings and meet the funding cycle.
- Built a clickable prototype in InVision, created a component library, and provided design specifications to the engineering team.

Iron Mountain | Product Management Intern

Boston, Jun - Aug 2017

- Aggregated data and created 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 that were implemented for 3 cloud archive products.

Suffolk University | Market Research Co-op

Boston, Sep 2015 - May 2017

- Designed surveys, created metrics, and ran statistical analysis in R and SPSS that helped uncover purchasing behaviors and trends.
- Industry clients: Comcast (2017), 7RUCKS, La Bicicleta Verde (2016), Boston Red Sox (2015).

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

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
Surveys & metrics

TOOLS

Design

Sketch
Figma
Photoshop
Illustrator
After Effects
Premiere Pro
InVision

Analytics

SPSS
R Studio
Excel / VBA

Programming

HTML / CSS / JS
Arduino

ACHIEVEMENTS

Suffolk University

Boston, May 2017

Student Commencement Speaker
Outstanding Student of the Year

LEADERSHIP

Boston Mayor's Office | Ambassador

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.

AIESEC Boston | Co-founder

Boston, Oct 2015 - Dec 2016

Led 25+ members. In one year, AIESEC Boston became top 10 chapters nationally.