

EXPERIENCE

Graduate Product Designer | NASA JPL

Seattle, Apr 2019 - Present

- Develop metrics and criteria for the competitive assessment to ensure a non-biased, consistent analysis for 16 products/services.
- Synthesize 18 interviews with scientists and engineers to understand the impact of dust on rover instruments and data.
- Translate research insights into design requirements to guide concept development, interaction design, and feature selection.

Graduate Product Designer | 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 to promote efficient wireframe development and team collaboration.

Freelance Product Designer | tylerla.com

Boston, May - Aug 2018

- Designed web and mobile interfaces for a client's coaching product as the only designer.
- Collaborated with developers to create a component library.

Product Management Intern | Iron Mountain

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 for 3 cloud products.

Quantitative Research Co-op | Boston Red Sox

Boston, Sep - Dec 2015

- Designed surveys, created metrics, and ran statistical analysis to mine for insights on customer behaviors using SPSS and R.
- Presented a product plan to enhance ticket sales and improve promotion strategy to executives.

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

Ambassador | Boston Mayor's Office

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.

Co-Founder | AIESEC Boston

Boston, Oct 2015 - Dec 2016

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