Tyler La

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

EXPERIENCE

Freelance Product Designer | *tylerla.com*
Boston, April - 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

- Tracked web traffic, produced analytics report, and created a 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	Research
Info. architecture	Usability testing
Wireframing	User interview
Storyboarding	Contextual inquiry
Sketching	Competitive analysis
Visual design	Participatory design
Design system	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