

# Tyler La

Product Designer | Seattle, WA | [www.tylerla.com](http://www.tylerla.com) | [tylerla129@gmail.com](mailto:tylerla129@gmail.com) | 617-331-2832

## EXPERIENCE

### Graduate Product Designer | NASA JPL

[Seattle, Apr 2019 - Present](#)

- Conducted interviews with JPL scientists and engineers to diagnose the impact of dust on the Mars 2020 rover.
- Ideated and storyboarded concepts to explore potential design opportunities and features.

### Graduate Product Designer | Premera Blue Cross

[Seattle, Sep - Dec 2018](#)

- Led interaction design, information architecture, and visual design for Juneau, an app that helps dads navigate the postpartum journey.
- Took ownership in creating a style guide, component library, and illustrations.

### Freelance Product Designer

[Boston, May - Aug 2018](#)

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

### Product Management Intern | Iron Mountain

[Boston, Jun - Aug 2017](#)

- Redesigned dashboard visualizations that helped identify 200+ expired client contracts.
- Performed market research, competitive assessment, and pricing analysis for cloud archive products.

### Quantitative Research Co-op | Boston Red Sox

[Boston, Sep - Dec 2015](#)

- Designed surveys, developed metrics, and performed statistical analysis to mine for insights on customer behaviors.
- 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

### Research & Design

User interview  
Contextual inquiry  
Participatory design  
Usability testing  
Competitive assessment  
Information architecture  
Wireframing  
Visual design  
Design system  
Prototyping

### Tools

Sketch / Figma  
Illustrator  
After Effects  
Premiere Pro  
HTML / CSS / JS  
P5.js

## ACHIEVEMENTS

### Suffolk University

Student Commencement Speaker  
Outstanding Student of the Year

## LEADERSHIP

### Ambassador | 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 chapter nationally.