

# Tyler La

Interaction Designer

Seattle, WA

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## PROJECTS

### Mars 2020 Rover Planning | NASA JPL

Seattle, Apr 2019 - Present

- Conducted interviews with JPL scientists and engineers to diagnose the impact of Martian weather on rover instrumentation.
- Synthesized data to explore design opportunities and produce design requirements.

### Hacking STEM | Microsoft Education

Seattle, Jan - Apr 2019

- Led photography, videography, video editing, and animation.
- Implemented rapid prototyping, form study, and participatory design to develop a STEM lesson plan for kids.

## EXPERIENCE

### Freelance UX Designer | No Monkey Business

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.

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

Boston, Sep - Dec 2015

- Conducted user interviews and statistical analysis to mine for insights on customer behaviors.
- Presented a marketing 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 | 2017

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.