

# Elizabeth Y. La

Preferred name: Ellie Prounouns: she/her

## Experience Designer

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🌐 Portfolio  
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📍 Sunnyvale, CA  
Available for Relocation

### WORK EXPERIENCE

#### UX Designer, Sr. Associate

Capital One, Auto Refinance

Sept 2021 - Current

Design for an internal platform that Capital One uses to process Refinance applications. Increase productivity by embedding external tools needed within the interface and identifying steps that can be automated by the system.

Improve customer's portal where sensitive data is uploaded to finalize the auto loan. Refine communication by presenting appropriate information at the right time, ensuring that the customer is not overwhelmed nor confused about the process.

#### UI Designer/ Developer

Aerial Metrics

Aug 2020 - Aug 2021

Redesigned the company website by creating and iterating on sitemaps and wireframes, then implemented the website using Bootstrap and Drupal (case study).

#### UI/UX Researcher

CMU HCII, Smart Sensing for Humans Lab

Jan 2019 - Aug 2020

Identified use cases and features for a sleep intervention AI app. Created storyboards, conducted and transcribed speed-dating sessions, created affinity diagrams to analyze findings (case study).

### LEADERSHIP EXPERIENCE

#### Director

Camp Kesem, Carnegie Mellon Chapter

April 2019 - Aug 2020

Oversaw all activities and managed 16 coordinators of a non-profit that hosts free camp for 50 kids who are affected by parents' cancer

Previous roles: Operations Coordinator Aug 2018 - Aug 2019

Outreach Coordinator Aug 2017 - Aug 2018

#### Head Teaching Assistant

CMU School of Computer Science

April 2019 - May 2020

Course: 15-110, an introductory CS class with 260 students

Lead and motivated a team of 22 TAs, designed course materials

Previous role: Teaching Assistant May 2018 - Aug 2019

### EDUCATION

#### Carnegie Mellon University

Aug 2017 - Aug 2020

B.S. in Cognitive Science &  
Human Computer Interaction

### SKILLS

#### UX Design Methods

Design System

Wireframe

Prototype

Usability Testing

#### UX Research Methods

Empathy Interview

Persona/ Empathy Map

Storyboard

Speed-dating

Affinity Diagram

#### Tools & Technologies

Figma InVision

Adobe Creative Cloud

#### Coding

HTML/ CSS/ JavaScript

Python SMLNJ C

#### Soft Skills

Organization Teamwork

Leadership Creativity

Problem-Solving