

# Elizabeth Y. La

Preferred name: Ellie Prounouns: she/her

## UX Researcher & Designer

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🌐 Portfolio  
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📍 Sunnyvale, CA  
Available for Relocation

### WORK EXPERIENCE

#### UI Designer/ Developer

Aug 2020 - Nov 2020

##### Aerial Metrics

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

Jan 2019 - Aug 2020

##### CMU HCII, Smart Sensing for Humans Lab

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

### PROJECTS

#### Looking Glass

Identified the primary cause of reduction in citizen engagement of public art and proposed a solution of an interactive board on which people can draw on the art in an augmented way (case study).

#### Sentence Mosaics

Developed and released an app that assists individuals with learning disabilities to construct sentences, with the use of color coded parts of speech and personalized photos that the users can relate to (article).

### LEADERSHIP EXPERIENCE

#### Head Teaching Assistant

April 2019 - May 2020

##### CMU School of Computer Science

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

#### Director

April 2019 - Aug 2020

##### Camp Kesem, Carnegie Mellon Chapter

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

### EDUCATION

#### Carnegie Mellon University

Aug 2017 - Aug 2020

B.S. in Cognitive Science &  
Human Computer Interaction  
GPA 3.57

### SKILLS

#### User Experience Methods

Contextual Inquiry  
Persona/ Empathy Map  
Storyboard  
Speed-dating  
Affinity Diagram  
Wireframing  
Usability Testing

#### Tools & Technologies

Figma InVision  
Adobe Creative Cloud

#### Coding

HTML/ CSS/ JavaScript  
Python SMLNJ C

#### Languages

Korean (fluent)  
Mandarin (limited)  
ASL (limited)

#### Soft Skills

Organization Teamwork  
Management Creativity  
Problem-Solving