

Elizabeth (Ellie) La

UX Designer | SF Bay Area

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EXPERIENCE

Capital One — Senior UX Designer

September 2021 - Present

- Design for a total of 9 tech teams on customer-facing and internal products, collaborating closely with Product, Tech, Business, and Legal partners
- Utilize A/B testing to improve usability of user portal where applicants upload PII and other sensitive data
- Conduct empathy research studies to understand pain-points and use storytelling to highlight opportunities to leadership and partners
- New workflow designs for internal products resulted in increased operational efficiency by 20% and reduced agent errors by 59%, saving \$4 million in annual operation costs.

Aerial Metrics — UX Designer & Developer

August 2020 - August 2021

- Redesigned the website to better communicate the benefits and applications of drone mapping to prospective clients
- Evaluated the sitemap and improved the information architecture based on customers' Jobs to Be Done
- Create detailed wireframes and implemented the website using Bootstrap and Drupal

Smart Sensing for Humans Lab, CMU HCII — UX Researcher & Designer

January 2019 - August 2020

- Identified 6 use cases and features for AI sleep intervention app
- Created storyboards, conducted user interviews, and created affinity diagrams to analyze findings and better inform product decisions

EDUCATION

Carnegie Mellon University

August 2017- August 2020

Double major — B.S. in Human Computer Interaction (HCI) and Cognitive Science

AWARDS

Circle of Excellence - Capital One

XP2 Innovation Week: Surprise & Delight Award - Capital One

UX Design skills

Vision & Ideal state

Design system

Wireframes & prototypes

Information architecture

Content design

Usability testing

A/B testing

UX Research skills

Jobs to be Done & Personas

Service blueprint

User journey map

Affinity diagram

Empathy interview

Tools & Technologies

Figma

Adobe Creative Cloud

UserTesting.com

Coding

HTML / CSS / JavaScript

Python

Soft Skills

Problem solving

Storytelling

Teamwork

Creativity

Organization