

Elizabeth (Ellie) La

Experience Designer

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🌐 [Portfolio](#)

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📍 Sunnyvale, CA

Available for Relocation

WORK EXPERIENCE

UX Designer, Sr. Associate

Sept 2021 - Current

Capital One, Auto Refinance

Design a new internal platform that process refinance applications. Increase operational efficiency by 20%, reduce errors by 59% by identifying pain-points in agent workflow, determining steps that can be automated, and consolidating information and tools needed.

Improve customer's portal where sensitive data is uploaded to finalize the auto loan. Utilize A/B testing to evaluate impact of new designs. Refine communication with the customer by presenting appropriate information at the right time.

UX Designer & Developer

Aug 2020 - Aug 2021

Aerial Metrics

Redesigned the website to better communicate the benefits and applications of drone mapping to prospective clients. Evaluated and restructured the sitemap, created wireframes, and implemented the website using Bootstrap and Drupal ([case study](#)).

UX Researcher & Designer

Jan 2019 - Aug 2020

Smart Sensing for Humans Lab, CMU HCII

Identified use cases and features for an AI sleep intervention app. Created storyboards, conducted user interviews, and created affinity diagrams to analyze findings ([case study](#)).

LEADERSHIP EXPERIENCE

Head Teaching Assistant

April 2019 - May 2020

CMU School of Computer Science

Course: 15-110, an introductory python class with 260 students
Lead and motivated a team of 22 TAs, designed course materials

Previous role: Teaching Assistant May 2018 - May 2019 (3 semesters)

Director

April 2019 - May 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

SKILLS

UX Design Methods

Design System
Wireframe
Prototype
Usability Testing
A/B Testing

UX Research Methods

Persona/ Empathy Map
User Journey Map
Empathy Interview
Affinity Diagram

Tools & Technologies

Figma
Adobe Creative Cloud

Coding

HTML/ CSS/ JavaScript
Python

Soft Skills

Problem-Solving
Teamwork
Creativity
Organization