

Elizabeth (Ellie) La

UX Designer

📞 408.318.1220

🌐 [Portfolio](#)

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📍 Sunnyvale, CA

Available for Relocation

WORK EXPERIENCE

UX Designer, Sr. Associate

Sept 2021 - Current

Capital One, Auto Refinance

- Designed for 4 tech teams on internal and customer-facing products for auto refinance applications
- Utilized A/B testing to improve customer portal where applicants upload sensitive data
- Conducted empathy research with customers to identify pain-points in the refinance process
- New designs for internal platform resulted in increased operational efficiency by 20% and reduced agent errors by 59%

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 and created wireframes
- Implemented the website using Bootstrap and Drupal

UX Researcher & Designer

Jan 2019 - Aug 2020

Smart Sensing for Humans Lab, CMU HCII [🔗](#)

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

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