

Ellie (Elizabeth) La

Senior UX Designer | SF Bay Area

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EXPERIENCE

Capital One — Senior UX Designer

September 2021 - Present

- Lead designer for consumer-facing and enterprise products in Auto Refinance and Enterprise Risk. Identify and deliver product features by making data backed decisions and collaborating closely with Product, Tech, Legal, and Business partners
- Utilize A/B testing to improve loan refinancing experience, resulting in 13% increase in applicants uploading PII docs and 8% increase of funded loans
- New workflow designs for an enterprise product resulted in 21% increase in operational efficiency and reduced agent errors by 59%, saving \$4 million in annual operation costs.

Aerial Metrics — UX Designer & Developer

August 2020 - August 2021

- Spearheaded the redesign of 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
- Created 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

Innovation Week: Surprise & Delight Award - Capital One

UX Design skills

Vision & Ideal state
Wireframes & prototypes
Information architecture
Content design
A/B testing
Usability testing
Design system

UX Research skills

Jobs to be Done & Personas
Service blueprint
User journey map
Affinity diagram
Empathy interview

Tools & Technologies

Figma
Lucid
Adobe Creative Cloud
UserTesting.com

Coding

HTML / CSS / JavaScript
Python

Soft Skills

Problem solving
Storytelling
Teamwork
Creativity
Organization