

Kelly La

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EDUCATION

Cornell University, College of Agriculture and Life Sciences
Bachelor of Sciences, Major: Information Science, Minor: Business

Aug 2019 – May 2023

SUMMARY

Detail-oriented and team player UX designer with two years of professional experiences and a strong foundation in user-centered design principles, research, digital product development, and Agile principles. Skilled in wireframing, prototyping, usability testing, and collaboration across cross-functional teams. Eager to contribute to innovative projects in UX design, product development, quality assurance testing, or business analysis.

SKILLS

- **Design:** Advanced in user experience, interaction, and user interface designing/prototyping in mobile and web applications; wireframing; user testing
- **Research:** Data analysis using affinity diagrams & empathy maps, task analysis & persona hypothesis and A/B Testing
- **Toolbox:** Adobe Creative Suite, HTML & CSS, Sketch, Miro, InVision, Figma, Jira (Agile), and Microsoft Office
- **Languages:** English (Fluent); Vietnamese (Fluent)
- **Collaboration:** Detail-oriented, team collaboration, strong communication, and problem solving.
- **Others:** Business strategy, marketing, illustration, storyboarding, and model making.

RELEVANT WORK EXPERIENCE

Evently Project, UX Researcher & Designer – Ithaca, NY

Jul 2023 – Dec 2024

- Led a mobile app aimed at enhancing peer connection and community engagement among college students by surfacing curated social events and interest-based friend discovery.
- Performed qualitative analysis to extract key insights, informing behavioral personas, journey maps, and user requirements.
- Applied design thinking frameworks to guide ideation and concept development, focusing on aligning features with student goals and mental models.
- Designed low to high fidelity prototypes using Figma from validations through user feedback loops.

FinScan Premium Setup Project, UX Researcher & Designer – Pittsburg, PA

May 2022 – Aug 2022

- Designed a user-centric web interface to streamline data cleaning and standardization from XML format files, optimizing user experience while aligning with business goals of improved data accuracy.
- Conducted user interviews to gather insights into user pain points and business requirements, ensuring the design addressed both usability and operational needs.
- Collaborated with stakeholders to align design outcomes with business objectives, emphasizing data accuracy, process efficiency, and a user-friendly experience.
- Leveraged business analysis techniques to assess the impact of design changes on operational workflows.

Innovative Systems, UX Design Intern – Pittsburg, PA

May 2022 – Aug 2022

- Worked in a multi-disciplinary Scrum team to design, envision, and conceptualize a user interface tool for users to cleanup and standard xml files.
- Redesigned a reports software to improve user's experience on generating data in a more usable, efficient and clearer way.
- Conducted user interviews and affinity diagramming to surface user needs and created wireframes and prototypes in Figma, improving task success by 30% through iterative usability testing.

Cornell Global Development Research, UX Research Assistant – Ithaca, NY

Aug 2021 – Mar 2022

- Completed literature reviews to build a foundational understanding of systemic gaps in reproductive health access and experiences.
- Analyzed qualitative data using SWAT framework and applied the Implicit Association Test to assess bias and delivered a impactful solution which was a specified VR training course through iterative research phases.

OTHER WORK EXPERIENCE

Lowes Home Improvement, Appliances Sales Specialist – St. Petersburg, FL

Feb 2024 - Present

- Conducted in-depth consultations to understand customer goals, constraints, and pain points. Translated complex product specs into simple and accessible solutions to achieve user satisfaction.
- Designed kitchen and appliance layouts, applying usability and visual design principles.
- Iterated on suggestions based on feedback and ensured seamless experiences by collaborating with internal teams/vendors.

Cornell University, Qualitative User Research Teaching Assistant – Ithaca, NY

Aug 2022 – Jun 2023

- Mentored students on semester-long research projects, guiding qualitative methods, synthesis, and iterative prototyping.
- Led workshops on user interviews, affinity mapping, and usability testing; provided critical feedback on research execution and design outcomes.