Kelly La

UX Designer

Contact

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Education

University of California, San Diego

B.S. Cognitive Science with a Specialization in Design and Interaction, Minor in Computer Science

Sept 2021 – Mar 2025

Certificate

UX Design Certificate /
Grow with Google

Aug 2023

Developed skills to conduct UX research and built prototypes on Figma & Adobe XD

Skills

UX/UI Design
Prototyping
Branding Wireframing
Illustration
Visual Design
User Research
Usability Testing

Software

Figma
Adobe XD
Adobe After Effects
HTML/CSS
Java

Experience

Instructional Assistant, COGS120: Interaction Design / UC San Diego

Jan 2025 – Mar 2025 | La Jolla, CA

- Worked as an instructional assistant for upper-division interaction design course
- Held office hours to help students understand UX design fundamentals
- Contributed feedback on course structure to help improve current iteration of the course
- Evaluated and graded assignments relating to design heuristics, usability, and user interface principles

Cashier / Ross Dress For Less

Jun 2024 – Aug 2024 | La Jolla, CA

- Created positive and orderly checkout experiences through attention to detail and clear communication
- Resolved customers pain points, practicing problem solving and active listening to improve customer experience
- Collaborated with team members to efficiently deliver customer-friendly service throughout the store

Projects

Seven Seas Roasting Co. Website Redesign

Jan 2025 – Mar 2025 | San Diego, CA

- Collaborated with the owner of Seven Seas Roasting Co. to highlight key services and draw in customers
- Planned and conducted interviews and usability studies to create design solutions that were intuitive and met user needs
- Designed high-fidelity prototype on Figma, delivering a visually engaging user experience that aligns with brand identity

Concert Merchandise Physical Prototype

Sept 2024 – Dec 2024 | San Diego, CA

- Conducted online research and fieldwork to understand the environment and user pain points
- Held storyboard interviews to test the concept of a merchandise kiosk
- Designed and constructed a physical kiosk and high fidelity prototype to mimic an in-person user interaction with a self-service kiosk