RAF LAUS

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Seattle, Washington

EXPERIENCE

Senior UX Designer, Freelance; Seattle, WA — Aug 2023- Apr 2024

- Designed interactive data visualization concepts, focusing on optimizing hierarchy, color palette, and labels to ensure a user-centric, and visually engaging experience using Python & Tableau
- Analyzed customer satisfaction in a mobile app to improve product and to inform strategy using Figma and Google Sheets. Activities include customer satisfaction, effort and NPS scores.

Senior UX Designer, Elanco (TEK Systems); Remote — Sept 2022-Jul 2023

- Designed a LLM powered conversational interface considering multi-modal inputs, customizations and interpretable outputs for enterprise support and decision-making using OpenAI's GPT-3.5 & Google's PaLM-2 large language model. ElancoGPT is agnostic, and responsive working on Mac OS, iOS, Android, and Windows devices ensuring a consistent and accessible experience.
- Designed Uplook, a B2B platform for diary operators that tracks herd record data, milk shipment, feed, utility, water and fuel data. Uplook makes calculations based on USDA Climate Hub and the Intergovernmental Panel on Climate Change that measures carbon footprint, total emissions by cattle type and operation, and estimates operational emissions from purchased feed from Elanco. Empowering cattle feeders to articulate their sustainability efforts and enable carbon credit monetization processes unlocking grants, government funds, incentives. Providing value by providing a detailed assessment of greenhouse gas carbon emissions for benchmarking to meet supplier program requirements.
- Developed a component library & design system utilizing a library based on TailwindCSS and TailwindUI that facilitated communication, streamlined workflows leading to improved design and developer experience by reducing turnaround time from planning, execution to completion.
- Developed a continuous discovery UX process and facilitated UX activities with enterprise application teams such as stakeholder mapping w/ RACI framework, stakeholder interviews, affinity mapping workshops, qualitative research, data analysis, synthesis and design solutions.
- Conducted comprehensive discovery research to identify primary users, gaining insights into their needs and behaviors to inform product management and engineering teams for prioritization.

Product Design & Management, UW HCDE; Seattle, WA — Jan 2022-Jul 2023

- Created Dashboard of Bike Infrastructure and Collisions in Seattle. Acquired data & built a dashboard using data from Seattle Open Data and WSDOT. Obtained, analyzed, processed and visualized geospatial data, current + planned bike infrastructure, environmental conditions, collision trends, and hazardous intersections using Python and Tableau.
- Analyzed the usability of results entry and retrieval flows of biological specimen data with OpenELIS Lab Management Information System. Designed usability testing protocols, questionnaires, pre/post-task questionnaires, conducted interviews, analysis using the System Usability Scale and Net Promoter Scores, and proposed improvements ranked by severity.
- Created a VR experience from ideation, sketching, storyboard to a VR prototype using the XR Toolkit & the Meta Quest 2 + usability test. Leveraged open-source tools like Blender and Unity assets to expedite the design and development focusing on locomotion, object interactions, story narrative, environment, and the skybox.

Design Consultant, Freelance; Mill Valley, CA — Jul 2018-Dec 2022

- Developed and executed a personal branding strategy for a C-level healthcare executive, resulting in increased visibility with recruiters and thought leadership in the healthcare industry.

- Built a comprehensive content strategy for a mental health podcast. The podcast provided valuable information & resources to listeners that helped reduce stigma around mental health.

Sr. Product Designer, John McNeil Studio; Berkeley, CA — Mar 2017-May 2017

- Led research and UX design for CISCO Networking Academy's 20th anniversary microsite, contributing to increase in enrollment, social media engagement on Twitter + Facebook.
- Collaborated with visual design, product management and business to inform design strategy and integrate diverse narratives from students, educators, partners and alumni. Provided visual assets for global events in the US, Asia, UK, Australia, and South America.

UX Architect, Macys & Bloomingdales; San Francisco, CA — Aug 2014-Aug 2016

- Led the PayPal payment integration for Macy's and Bloomingdales, resulting in a $50M increase in quarterly revenue, reduction in cart abandonment rates, increase in average order value and improved the global omni-channel experience.
- Designed a user-friendly and secure shopping cart flow for both mobile and web, ensuring a consistent experience across in-store, online, and mobile touch points.
- Led the Group Gifting research and design, utilizing crowdfunding to make big-ticket items more accessible.

UX Apprentice, Voxer LLC; San Francisco, CA — Jan 2014-May 2014

- Led qualitative UX research by recruiting users, designed usability studies, and analyzed user interviews for Voxer iOS in Voxer's San Francisco HQ.
- Created user journeys and wireframes for voice to text transcription and live push-to-talk interactions on iOS using Keynote and Sketch.
- Designed branded explorations for Voxer Business for superuser and admin permissions.

EDUCATION

University of Washington, Seattle, WA

M.S. Human Centered Design & Engineering, 2023

Dominican University of California, San Rafael, CA

B.S. General Biology, 2012

SKILLS

Human Centered Design
Personas
User Journey
Wireframes
Prototyping
Mockups
Usability Studies
ML Conversational Design
Design Systems
Arduino Prototypes

Qualitative Research
Surveys
Interviews
Competitive Analysis
Affinity Map
Service Maps
Information Architecture

Quantitative Research
Data Acquisition
Pre-Processing
Analysis & Visualization

Code
HTML5 / CSS3
Python
Pandas
APIs

Product
Agile
Product Discovery
RACI Stakeholder Mapping
Product Strategy
User Stories

Tools
Figma
FigJam
ChatGPT
Jupyter Notebook
SciKit Learn
Unity
Miro
Visual Studio Code
Github