

MIA SCALA / UX Designer

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miascala.com

SKILLS

TOOLS

Sketch
InVision
Adobe Suite
Figma
After Effects

DESIGN

Visual Design
Interface Prototyping
Wireframing
Interaction Design
Storyboarding

RESEARCH

Contextual Inquiry
Competitive Analysis
Usability Testing
User Interviews
Affinity Diagramming

PUBLICATIONS

“Effects of Reading to preterm infants on measures of cardiorespiratory stability in the neonatal intensive care unit”
Journal of Perinatology, August 2018, PMID: 30120423

DESIGN EXPERIENCE

TASSEL SOFTWARE

WEB APP DESIGNER | FALL 2019 - PRESENT

- Led design strategy and stakeholder relations on a team of 2 for this ed-tech startup. Spearheaded research synthesis, interaction design, wireframing, and usability testing of web app degree planner tool
- Facilitated dev team collaboration to implement data-oriented decisions; currently designing a course scheduling tool to be implemented at local California Community Colleges for initial testing

SF CITY GUIDES

MOBILE WEB DESIGNER | FALL 2019

- Product manager and lead designer on 4 person team with a primary focus on business strategy and interface design for local non-profit organization
- Analyzed and improved user experience with a service design lens; responsible for research synthesis, user archetypes, journey mapping, wireframing, and prototyping the mobile site

STANFORD UNIVERSITY SCHOOL OF MEDICINE

DATA ANALYST + RESEARCH ASSISTANT | SPRING 2017- 2019

- Crafted a narrative from neonatal cardiorespiratory measurements into noticeable patterns in patient stability; this led to impactful policy shifts in NICU practices
- Designed and curated informational parental guide manual to improve experience of caring for a child in the neonatal ICU; digital copy is being developed into a NICU app to be trial run at Stanford University Hospital

DE YOUNG MUSEUM OF FINE ARTS

PUBLIC PROGRAMS INTERN | SUMMER 2017

- Facilitated audience interactions with artists in residence and coordinated children's programs for the Artist Studio to enrich museum experience
- Created digital marketing materials for museum's public programs events and summer performances successfully increasing attendance and online engagement

THE ADVOCATES

INTERN | SUMMER 2016

- Designed graphics and marketing materials for the annual gala fundraiser, successfully increasing attendance and donation records.
- Spearheaded photographic project to raise awareness around cause and improved digital presence by expanding social media efforts and content
- Managed and advocated for the women's Shelter; developed a client base and met weekly with victims of sexual abuse and domestic violence; drafted and submitted multiple grant proposals

EDUCATION

GENERAL ASSEMBLY

USER EXPERIENCE DESIGN IMMERSIVE | FALL 2019

AMHERST COLLEGE

BA IN MATHEMATICS AND HISTORY OF ART | CLASS OF 2019