

Gabriella Lasala

Product Designer

www.gabriellalasala.com

heygabylasala@gmail.com

971-801-0557

Experience

Product Designer @ Granicus

February 2021 - Current, Remote

- Lead design for govDelivery, world's largest civic tech comms SaaS
- Collaborate with multi-disciplinary stakeholders on new designs
- Develop user research protocols and processes for new roadmap projects
- Champion WCAG compliance in the design process
- Foster UX & a11y standards through our product org

UX Designer @ Freelance

November 2020 - April 2021, Remote

- Currently scoping out details for e-bike mobile app
- Improve user experience of existing client web and SaaS app
- Latest project involved testing IA and designing new website for client

User Experience Design @ Prime Digital Academy

July 2020 - November 2020, Remote / Volunteer

I worked with 5 different clients out of the Twin Cities & DC to provide product solutions based on user research.

I further developed my professional experience with UX methodologies & digital tools including: Figma, Sketch, InVision, Keynote, user interviews, cognitive walkthroughs, user personas, competitive research, heuristic analysis, card sorting, tree testing, and more.

Multimedia Journalist @ City of Vancouver

September 2016 - March 2020, Vancouver, WA

- Directed & produced award-winning video series
- Created animated PSA videos for Clark County
- Developed new content for production
- Presented project concepts to management
- Conducted contextual inquiry interviews & research
- Edited short & long-format videos using Premiere Pro
- Led small video production teams

Education

UX Design Immersive

Prime Digital Academy
2020

BA in Marketing

Eastern Oregon University
2019

BA in Theology

Calvary Chapel Bible College
2014

Certificates

CPACC Certification

Deque Systems, Inc
In Progress

Humanity-Centered Masterclass

HmntyCntrd
January 2021 - February 2021

Becoming a UX Designer

Interaction Design Foundation
March 2020

Radio & Podcast Storytelling

PRI/PRX
January 2019

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Experience

Research & Design Intern @ The Agency @ EOU

September 2019 - December 2019, Remote

Capstone project: Re-design EOU's College of Business Website

- Conducted primary market research via surveys
- Led bi-weekly team-meetings
- Created, sketched, and digitized prototypes for deliverable
- Presented final deliverable to department heads

AV Engineer + Technician @ Wager Audio

August 2017 - December 2019, Portland, OR

- Managed client accounts & relationships for events
- Created "how-to" tutorial material for client install
- Ran FOH A1/A2 for concerts & conferences ranging from 10-3,000+ attendees
- Managed stage setup & operations, including systems mapping
- Oversaw video production development in company
- Troubleshoot gear issues during events

AV Technician @ Qualcomm, Inc

September 2014 - August 2016, San Diego, CA

- Led audio production in Qualcomm theatre venues
- Tested new audio and video system installations
- Reviewed audio system mapping for troubleshooting

Skills

Design

Figma, Sketch, XD, Creative Cloud, Axure RP, InVision, Maze

Prototype

User flows, site maps, interactive prototyping, systems mapping

Project Management

Confluence, Jira, Notion, Coda, Miro, Agile

Content

Copywriting, documentation processes, UI copy, strategy

Research

Usability testing, user personas, customer interviews, competitive research, contextual inquiry, heuristic analysis, user journey maps, kano analysis, card sorting, tree testing