

# Vida Loose

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[vidaloose.com](http://vidaloose.com)

Through my background in cognitive systems and user experience design and my commitment to social equity and access, I am an open and curious collaborator, facilitating ways to uplift communities through accessible and inclusive technologies. I approach environments as opportunities to immerse my skills in creative and impactful strategies that align people, values and resources across and through difference. Harnessing the collective wisdom of people, I am keen to contribute to a mission of advancing wellness through empathic design.

## EDUCATION

### BrainStation | Diploma, User Experience Design

SEP 2022 - DEC 2022, VANCOUVER, CA

BC Reskilling Grant Recipient

### UBC | BSc. Cognitive Systems, Brain & Cognition

SEP 2017 - NOV 2022, VANCOUVER, CA

## VOLUNTEER

UBC Varsity Outdoor Club

Inclusivity, Diversity, Equity and Access Committee 2021-2023, Cognitive Systems Tri-Mentoring 2023, Save San Marcos Foothills land preservation campaign 2021, Children's Museum of the Arts 2016-2017

## EXPERIENCE

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### UX/UI Designer | Minivillage

OCT 2023 - PRESENT, VANCOUVER, CA

- Increased user accessibility by leading design-development of an inclusive and interactive onboarding system for housing residents to engage with one another on the Minivillage platform
- Implemented qualitative data collection and synthesis to iterate on prototypes using a human-centered methodology, addressing user needs and engagement

### UX/UI Design Intern | makeitMVP

OCT 2023 - PRESENT, VANCOUVER, CA

- Facilitated design-thinking processes within an agile framework in a group of three designers with the goal of developing an AI-integrated teamwork communication platform
- Designed the UX and UI of the product landing page and messaging interface, iterating with developers and product managers based on user feedback

### Research Assistant | BC Children's Hospital Research Institute

MAY 2021 - SEP 2022, VANCOUVER, CA

- Supported community health by leading the data collection and coding of behavioral information on a nutrition and cognitive development study with 350+ children, aged 18-24 months, presenting key findings to the research team
- Analyzed initial cross-referential data from two behavioral tasks and two nutritional biomarkers using SPSS and Excel to establish predictive measures

### Research Assistant | Motivated Cognition Lab

JAN 2021 - MAY 2021, VANCOUVER, CA

- Synthesized three key studies to develop experimental procedures and strategize a core research purpose, aligning it with the research goals and objectives
- Organized and conducted remote two-hour experimental trials with two experimental conditions via Zoom to collect essential data

### Marketing Coordinator | UBC Yoga Club

JAN 2021 - AUG 2021, VANCOUVER, CA

- Increased club promotion by collaborating with a team of two to design and manage marketing content through social media and email tactics
- Advanced community wellness and expanded member opportunities through organizing and supervising events and one-hour weekly yoga classes

### Residence Advisor | UBC Housing & Hospitality Services

AUG 2018 - MAY 2020, VANCOUVER, CA

- Fostered relationships and cultivated community by working individually and in groups of two-10 advisors to plan and implement residence events (30-130 residents), in addition to ensuring the safety and wellbeing of residents
- Facilitated university and youth-focused partnerships and managed community projects through outreach, budgeting, and marketing to create targeted resident programming and engagement

### Marketing Intern | Beyond Better Foods, Enlightened Ice Cream

JAN 2016 - JUNE 2016, NEW YORK CITY, NY

- Promoted the New York based start-up as an emerging brand through social media platforms (Instagram, Facebook, Twitter) and web marketing
- Advanced corporate partnership development through outreach, management, and tracking of customer and influencer relationships