

Vida Loose

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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 learn and 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

Venue Captain Women in Tech Regatta 2024, 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

UX/UI Designer | Minivillage

OCT 2023 - PRESENT, VANCOUVER, CA

- Increasing accessibility by leading design of an onboarding system for housing residents to engage with one another on the Minivillage platform
- Refined the problem space and user needs through competitive analysis and user interviews, coordinating with product team to align project goals

UX/UI Design Intern | makeitMVP

OCT 2023 - NOV 2023, VANCOUVER, CA

- Designed the UX/UI of the product landing page and messaging interface of an AI-integrated teamwork communication platform, working closely with developers and product managers to assure feasibility and pitching design improvements to enhance accessibility features

Research Assistant | BC Children's Hospital Research Institute

MAY 2021 - SEP 2022, VANCOUVER, CA

- Led the data collection and coding of behavioral information, as well as literature reviews, on a nutrition and cognitive development study with 350+ children, presenting key findings to research team and principal investigators (PI's)
- 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 exploring the influence of stress on memory, aligning with research lead on study goals and objectives
- Organized and conducted remote two-hour experimental trials with two experimental conditions via Zoom to collect heart-rate variability data

Marketing Coordinator | UBC Yoga Club

JAN 2021 - AUG 2021, VANCOUVER, CA

- Increased accessibility during the pandemic by pivoting to virtual format, collaborating with a team of 13 to organize and host online yoga classes
- Designed and managed marketing content in a team of two, through social media and email tactics, to maintain club visibility and online presence

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

PROJECTS

UX Designer | [Access Outdoors](#)

OCT 2022 - DEC 2022, BRAINSTATION CAPSTONE PROJECT

- Leveraged design thinking principles to research, prototype, test, and iterate a mobile application to increase access and diversity in outdoor recreation