

Vida Loose

UX DESIGNER

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vidaloose.com

PROFILE

A collaborative, imaginative and empathetic UX Designer looking to combine my background in Cognitive Systems with User Experience Design.

In the next phase of my career I look forward to leveraging my experience in research and community-building to inspire and design human-centered solutions to real-world problems.

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

SKILLS

Figma, InVision, Excel, Google Suite, RedCap

EXPERIENCE

Research Assistant | BC Children's Hospital

MAY 2021 - SEP 2022, VANCOUVER, CA

- Contributed critical data points by collecting baseline behavioral information for 350+ children aged 18-24 months
- Analyzed initial cross-referential behavioral and biomarker data using SPSS and Excel to establish predictive measures

Research Assistant | Motivated Cognition Lab

JAN 2021 - MAY 2021, VANCOUVER, CA

- Ideated and implemented literature-based experimental procedures to develop a standard operating procedure for the entire study
- Scheduled, organized and ran experimental trials with participants 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
- Advanced wellness for the UBC community through hosting and supervising club classes and events

Residence Advisor | UBC Housing & Hospitality Services

AUG 2018 - MAY 2020, VANCOUVER, CA

- Advanced student connection and hospitality by working individually and in groups of 2-10 advisors to plan and implement both small and wide-scale residence events (30-130 residents)
- Managed community projects through budgeting, marketing and advertising

Marketing Intern | Beyond Better Foods, Enlightened Ice Cream

JAN 2016 - JUNE 2016, NYC, USA

- Leveraged all social media engagement (Instagram, Facebook, Twitter) to maintain brand promotion
- Delivered excellent customer service via email and socials as well as mitigated customer concerns

PROJECTS

UX Designer | [Access Outdoors](#)

OCT 2022 - DEC 2022, BRAINSTATION HACKATHON

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

UX Designer | [Electronic Arts Industry Project](#)

DEC 2022, BRAINSTATION & ELECTRONIC ARTS HACKATHON

- Effectively collaborated with designers and developers to research and implement a community-based digital solution for EA within 24hrs