



916 W Diversey Parkway
Chicago, IL 60614

mylafay.com
hey@mylafay.com
(646)-600-4175

Education

Carleton College
BA in American Studies 2011
magna cum laude

Columbia University Graduate School of
Architecture, Planning and Preservation
New York / Paris Program 2010

Designation
UX/UI Design Bootcamp 2015

Skills

Basic HTML, CSS, Javascript
Sketch, Principle, Keynote,
Adobe Creative Suite

Awards & Accomplishments

Backpacked over 5,000 miles on the
Pacific Crest and Continental Divide Trails

Interviewed about backpacking on hour-
long Wisconsin Public Radio program

Created an online game with two class-
mates about color in design:
<http://designation.io/chromantics/>

Received an Award of Distinction in Ameri-
can Studies, Carleton College, 2011

Received \$5,000 International Fellowship
to teach physics in India

Experience

Experience Designer, DigitasLbi, Chicago, present

Hybrid user interface and interaction designer creating websites that balance usability with visual appeal for globally-known brands
Produced wireframes, prototypes, visual comps and animations that met business requirements and were technically feasible
Managed the design department's educational classes & events

Experience Design Intern, DigitasLbi, Chicago Summer 2015

Peer-elected team leader and sole designer for the winning intern project
Participated in research, created wireframes and visual comps for a Fortune 100 brand

Freelance Writer and Illustrator, Jezebel.com, New York, 2014-2015

Wrote and illustrated a backpacking column for Jezebel, part of Gawker
Articles received over 70,000 views

Circulation Assistant, Bowdoin College Library, Maine, 2013-2014

Supervised student employees: identified and prioritized projects, assigned tasks, followed up to ensure completion
Responsible for library as the only adult staff member on site during evening hours
Designed posters & fliers for library events

Design Intern, The Wassaic Project, Wassaic, NY, 2012

Designed posters, showsheets, wall text, vinyl banners, art labels, signs, nametags and flyers for summer programs and exhibitions
Photographed artist studios for website and digital archives
Collaborated on interior decoration and visual merchandising of the Wassaic Project Store: designed and built custom counter, created signs, installed lighting and shelves, arranged and displayed products
Assisted with installation and de-installation of seven floor exhibition
Coordinated studio visits with guest artists and curators

Print Designer, KVS Studio, Minneapolis, 2011-2012

Oversaw schedule and production of print design projects
Collaborated with co-workers to efficiently produce promotional book, poster, and postcards
Communicated with printers to proof and print design projects.
Created illustrations for print material

Graphic Design Assistant, Carleton College, Northfield, MN, 2009-2011

Designed posters for nationally-known speakers and events
Helped with award-winning alumni magazine, the Voice