



702 22nd St
San Francisco, CA 94107

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

Education

Carleton College
BA in American Studies 2011, GPA 3.6,
magna cum laude

Columbia University Graduate School of
Architecture, Planning and Preservation
New York / Paris Certificate 2010, GPA 4.0

Designation Labs
UX/UI Design Bootcamp 2015

Skills

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

Awards & Accomplishments

Appeared on the front page of the New York
Times business section in an article about
Limbix "A New Way for Therapists to Get
Inside Heads: Virtual Reality"

Gave a talk at IDEO about designing for VR in
the Mental Health space

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

Interviewed about backpacking on hour-long
Wisconsin Public Radio program

Award of Distinction in American Studies,
Carleton College, 2011

Experience

Director of Product Design, Limbix, Palo Alto, 2017–present

Lead design for sequoia-backed startup building VR for mental health
Create and manage a design system from the ground up that works
across mobile, web, and virtual reality
Lead the end-to-end design process from user research to high fidelity
design for tablet, web and VR apps
Collaborate with engineers and product managers to identify user
needs and define product strategy
Hire and manage freelance designers as needed

Experience Designer, DigitasLBI, Chicago, 2015–2017

Worked on both research and visual design of websites and mobile
apps for globally-known brands
Facilitated UX research including user interviews, card sorting,
stakeholder interviews/workshops, and competitive analyses
Created wireframes, prototypes, hi-fidelity designs and animations that
met business requirements and were technically feasible

Freelance Writer and Illustrator, Jezebel.com, New York, 2016

Write backpacking column for Jezebel, a subset of Gawker Media
Articles received over 69,000 views

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 of the Wassaic Project Store
Assisted with installation and de-installation of seven floor exhibition
Coordinated studio visits with guest artists and curators

Designer, KVS Studio, Minneapolis, 2011–2012

Oversaw schedule and production of print design projects
Collaborated with co-workers to efficiently produce 20 page
promotional book, poster, and postcard
Communicated with printers to proof and print design projects.
Illustrated and hand printed 550 invitation cards with silkscreened
image and letterpress type

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

Designed posters and fliers for nationally-known speakers and events
Transcribed interviews for the award-winning alumni magazine, the Voice
Assisted with office tasks: answered phones, handled mailings,
scanned and edited photographs, completed printing jobs