

Kayla Luo

UX/UI Designer

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SUMMARY

Passionate about design and development, I combine technical expertise with creativity to craft seamless user experiences. I love finding creative solutions to complex problems and am committed to continuous growth and improvement in my career.

PROJECTS

Lead Product Designer & Project Manager

Got It, BCIT | September 2025 - December 2025

- Ideated and led Got It, an AI-powered study tool for neurodiverse electrical apprentices, managing a 7-person team through sprint timelines to deliver a fully functional product
- Conducted user interviews and usability testing with apprentices, translating findings into actionable design improvements and delegating refinements across the design team
- Designed UI wireframes in Figma and contributed to frontend code using Next.js/JavaScript

Designer & Scrum Master

DayBreak, BCIT | January 2025 - May 2025

- Managed Scrum workflow for Daybreak, a multiplayer horror web game, coordinating cross-functional collaboration between 7 designers and 3 developers to deliver a functioning game
- Conducted user research and created wireframes and prototypes in Figma to define card-dealing systems and player interaction flows
- Designed card mechanics and UI components in Figma and Procreate, balancing horror aesthetics with intuitive gameplay

WORK EXPERIENCE

Nail Technician / Sole Proprietor

NailsbyKla | September 2021 - Present

- Independently designed and managed a branded Instagram account, growing to 700 followers primarily through word-of-mouth marketing, user-generated content, curated content, and strategic collaborations
- Managed all aspects of business operations, including material procurement, scheduling, and financial planning, ensuring efficient resource allocation and maintaining consistent client bookings
- Organized and collaborated with 3 unique brands to leverage contest marketing to increase brand awareness by 350%
- Serviced approximately 35 to 45 clients a month

EDUCATION

Digital Design and Development (Diploma)

British Columbia Institute of Technology | 2024 - 2026

TOOLS

Design

- Figma
- Illustrator
- Photoshop
- InDesign
- After Effects
- Jira

Programming

- HTML5
- CSS
- Javascript
- Next.js
- GitHub

SKILLS

- Surveys & Interview
- Wireframing
- Prototyping
- Usability Testing
- Responsive Design
- Design Systems
- Project management
- Agile Methodologies