

TIMMY LA

PRODUCT DESIGNER / NEW YORK, NY

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EXPERIENCE

Product Designer, Seismic

Remote / Nov 2021 – Aug 2026

- Sole designer on every project owned, working with 1 PM and up to 11 engineers across US, China, and India time zones.
- Took each product from research to shipped design: interviews, competitive teardowns, workshops, wireframes, hi-fi design, prototyping, usability testing, and visual QA. Customers were in the room for the interviews and the testing on every project.
- Gave feedback weekly in org-wide design critique, on work well outside my own projects.
- Built parts of the design system and its documentation used across the whole design org, including WCAG accessibility standards, plus dark mode from scratch, documentation included.
- Shipped responsive designs across desktop, tablet, and mobile for other Seismic products.

PROJECTS

- **Digital Sales Room** / shipped, 8 months
Proposed the project and pitched it to the CPTO, both SVPs, and product leadership for the greenlight, then led design on seller rooms and the page builder behind them. Buyer engagement went up 48% year over year.
- **Meeting AI Agent** / shipped, 4 months
Designed a meeting page that pulls a call brief together from CRM, email, and past calls. Prep dropped by about 45 minutes a meeting, page usage went up 57%, and the agent now handles 44M seller searches and 16M automated actions.
- **Claude Meeting Skill** / in testing
Argued for taking prep headless instead of building another surface in our product, then led design on the skill, now in early access testing inside the assistant sellers already keep open.

SKILLS AND TOOLS

Design — Design systems and documentation, accessibility (WCAG), interaction and responsive design, prototyping, usability testing, AI product design, agentic workflows, agent skills, MCP

Tools — Figma, FigJam, Miro, Jira, Confluence, Claude, Loom

EDUCATION

University of Illinois at Chicago — BS, Marketing, Promotions and Communications 2019

DesignLab — Design 101 and UX Academy, 600+ mentored hours 2021