

MALIA LOO

UX/CX DESIGNER

Committed to limitless learning after earning an associate degree in high school, entering undergrad as a junior, and on track to complete both bachelor's and master's degree within 3 years. Grew up as a competitive golfer that places value on intentional growth over repetition and is now Team Captain for the Pomona-Pitzer women's golf team. Founded an e-commerce business at 15 after a life-changing experience and later shared that story on a Golf Channel documentary, reflecting on how design, ballet, violin, and golf continue to inspire creativity.

EDUCATION

Claremont Graduate University

M.A. User Experience: Applied
Cognitive Science (3.78 GPA)
JAN 2025 - DEC 2026

Pitzer College (Double Major)

B.A. Organizational Studies &
Customer Experience Engineering
AUG 2023 - DEC 2025

Skyline College

A.A. Behavioral & Social Sciences
(Dean's List & Magna Cum Laude)
AUG 2021 - 2023

SKILLS

- Design Thinking/HCD
- Interaction & Usability Testing
- Affinity Mapping
- Information Architecture
- Card Sorting
- Inferential Statistics
- Qualitative Analysis
- User Interviews
- Data-Driven Personas
- Experience Benchmarking

TOOLS

- Figma & Figjam
- Miro/Mural
- Illustrator
- Indesign
- Photoshop
- Procreate

LANGUAGES

- English - Fluent
- Chinese (Mandarin) - Proficient

CONTACT

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EXPERIENCE

CX E-Commerce Business Owner — *Craftyloo (JAN 2020 - Present)*

- Launched a e-commerce platform with 5K+ total sales and 4 bestselling items on Etsy.
- Reduced cart abandonment with promotions, generating \$2K extra revenue.
- Collaborated with clients to create commissioned designs, prioritizing high-level customer service with [1.1K reviews](#) averaging 4.9/5 stars.
- Manages all business operations: product development, packaging, and photography.

Founder & Product Designer — *GoTouchGrass (FEB 2023 - Present)*

- Designed 20+ products and researched print-on-demand companies to partner with.
- Scaled the brand by using user-centered research, incorporating customer reviews and custom design requests to inform design decisions, resulting in 500 total sales.
- Increased web traffic by 15% after conducting customer research on top search terms.

UX Research Assistant — *Games & Interaction Technology Lab (SEP 2025- Present)*

- Conducted user research for external stakeholders to guide the design of a tool that helps Art Installers plan and visualize installations before execution.

Junior Golf Local Tour Director — *U.S. Kids Golf (FEB 2022 - Present)*

- Lead event operations for 150–200 players and staff, taking ownership of logistics and training to deliver organized, high-performing tournaments.
- When necessary, used second language to communicate rulings and resolve disputes between players and caddies

ACCOMPLISHMENTS & AWARDS

NCAA DIII Womens Golf National Championship — *Kingsmill Country Club, VA*

- Individually finished [top 50](#) among the top players in the country
- Awarded All-American Scholar for maintaining a 3.5 GPA or higher & competing in majority of collegiate events throughout the season.

Awarded Innovation Diploma — *Issued by Design Tech HS (2 yr project)*

- Designed an innovative convertible footwear, applying user research, usability testing, and iterative prototyping to deliver a final prototype to a review panel.

NBC GolfPass Documentary Feature — *Show: [Home Course Advantage S2:E2](#)*

- Featured on NBC GolfPass short documentary, interviewed and hosted by Will Lowery, showcasing journey to becoming an entrepreneur and collegiate golfer.

PURE Insurance Golf Championship — *First Tee Selected Participant (watch [here](#))*

- Selected based on merit and golf skill to play a 3-day tournament event at Pebble Beach to play along side Senior PGA Tour Pro, Paul Goydos.
- Coached at a First Tee San Francisco chapter and was one of 40 participants selected to be interviewed [LIVE on Golf Channel](#) mentoring the next generation of golfers.