

Malia Loo

UI/UX & Product Designer

Founded an e-commerce business at 15 and is constantly learning new skills to grow her business and develop new products. She completed her AA in high school and is now on track to complete both bachelor's and master's degree within 3 years, while competing as a collegiate golfer and leading as Team Captain.

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[LinkedIn](#)

EXPERIENCE

E-Commerce Business Owner — [Craftyloo](#) & [GoTouchGrass](#)

JAN 2020 - PRESENT

- Launched multiple e-commerce platforms generating 10K+ sales and scaled the brands by conducting A/B tests and collecting user-centered data.
- Analyzed customer reviews, search terms, and design requests to drive decisions, increasing web traffic by 15% and conversion rate by 18%.
- Designed 50+ products and collaborated with clients on commissioned work
- Maintained high customer service with [1.1K reviews](#) averaging 5/5 ratings by validating customer feedback to improve product quality.

Lead UX Researcher— [Games & Interaction Technology Lab](#)

SEP 2025 - PRESENT

- Utilized AI to develop low, mid, and high fidelity prototypes in Figma.
- Lead a team of UX designers to conduct competitive analysis for external stakeholders using mixed-methods usability testing.

UI/UX Designer — [Fortune Cookie Technologies](#)

DEC 2025 - PRESENT

- Presented design decks to stakeholders, proposing design changes based on data driven personas and usability tests,
- Conducted interviews with users to evaluate product value proposition.

Lead Web Graphic Designer — [World Information Architecture Day](#)

SEP 2025 - PRESENT

- Vibe coded multiple IA layout versions to improve user flow and visual coherence across the site.
- Created web-ready graphics and icons for the official WIAD global website.

ACCOMPLISHMENTS & AWARDS

NCAA DIII Women's Golf National Championships

- Individually finished [top 50](#) nationwide, awarded All-American Scholar.

NBC GolfPass Documentary Feature — [Home Course Advantage](#)

- Featured on NBC GolfPass short documentary, showcasing journey to becoming an entrepreneur and collegiate golfer.

EDUCATION

Claremont Graduate University

JAN 2025 - DEC 2026

M.A. User Experience: Applied
Cognitive Science (3.78 GPA)

Pitzer College

JAN 2025 - DEC 2026

B.A. Organizational Studies &
Customer Experience
Engineering (Double Major)

Skyline College

AUG 2021 - MAY 2023

A.A. Behavioral & Social Sciences
(Dean's List & Magna Cum Laude)

SKILLS

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

TOOLS

Figma/Figjam
Illustrator
Indesign
Photoshop
Lightroom
Miro/Mural

LANGUAGES

Chinese (Mandarin) - Proficient

