

Avi Lovelace

avilovelace@gmail.com | 408-702-0422 | [Portfolio](#) | [linkedin.com/in/avi-lovelace](https://www.linkedin.com/in/avi-lovelace) | Santa Clara, CA

EDUCATION

UC Irvine, Donald Bren School of Information and Computer Sciences

Master's Degree | **Master of Human-Computer Interaction & Design** | 2025 – 2026 | GPA: 3.97

University of California, Davis | College of Letters and Science

Bachelor of Arts | **Cognitive Science** | 2022 – 2024

EXPERIENCE

Class Crunchlabs | **Capstone Project Product Designer**

- Participated in a 6-month long capstone project by conducting user research for Class Crunchlabs, a curriculum discovery tool for middle school science teachers, conducting teacher interviews and competitive analysis to synthesize 5 core insights that directly shaped the product roadmap.
- Designed and iteratively tested a faceted search/filter system through 3 fidelity stages (sketch, lo-fi, and hi-fi prototypes) in Figma, informed by direct teacher feedback on standards alignment and time constraints.
- Presented user research findings and interactive prototypes to faculty stakeholders in a time-constrained capstone defense, translating research data into a clear design rationale which resulted in 100% teacher satisfaction rate.

NodeDa | **Product Design Intern**

- Led multiple rounds of usability and A/B testing with different design iterations resulting in a 100% user satisfaction rate.
- Finalized [website](#) design in Figma that reflected found user insights to create a streamlined internship finding experience.

PROJECTS

Mercari Information Hierarchy Redesign | **Prototyping & Research**

- Performed user testing by using card sorts, tree testing, qualitative, and quantitative analysis to uncover mental models and user insights to translate findings into a more streamlined shopping experience.
- Resulted in CSAT score of 91% and improved task success rate of 28%.

University Parking Application | **Ethnography & Prototyping**

- Conducted ethnographic study of users around the area of the parking lot to discover mental models and pain points revolving around parking on campus.
- Created a prototype application for users to use when parking to avoid pain points and re-imagine the parking experience for commuters.

SKILLS

Qualitative Research | Quantitative Research | Prototyping | User Interviews | Ethnographic Studies | Persona Development | Storymapping | Card Sorts | Tree Testing | Interview Scripting

TOOLS

Figma | UserTesting.com | Optimal Workshop | Maze | Miro | Adobe XD | Sketch

RELEVANT CLASSWORK

User Needs Analysis | Design and Prototyping | User Experience Evaluation | Advanced Design and Prototyping