



EMMA SAGE KALAYJIAN

Spicy Carrot



SUMMARY

A Forbes 30 Under 30 Human-Centered Designer with 8 years' experience in Automotive and Aerospace, specializing in Accessibility Research.

EXPERIENCE

USER INTERFACE DESIGNER

NASA Jet Propulsion Laboratory

2018 - Present

- Enhance Lab operations by crafting engaging web experiences for 15+ Divisions, featuring intricate data visualizations and interactive dashboards.
- Explore optimal methods for enhancing autonomy testbeds using Human-Centered Design & Engineering research principles, yielding a substantial list of actionable insights.
- Design an internal Design System for JPL's web apps, ensuring WCAG AA Accessibility Standards, Section 508 compliance, and Atomic Design principles.
- Investigate AI applications in UX across research, design, and testing for industry best practices.
- Empower 200+ Enterprise Information Services/Information Technology members through 3 in-person workshops and 1 online training, fostering UX integration into their projects.
- Coach and mentor numerous interns and part-time academic staff, guiding them in projects and career development.

UX CAPTAIN & BUSINESS LEAD

Cal Poly Pomona Formula Society of Automotive Engineers

2016 - 2018

- Researched, designed, and tested a high-performance vehicle dashboard for Skidpad, Accel, and Endurance racing events.
- Conducted User Acceptance, Ergonomic, and A/B Testing on dashboard layouts alongside electrical and systems engineering teams.
- Presented a comprehensive Business Sales Presentation, including a 100+ page financial and manufacturing report, leading to a top 20 placement out of 120 teams.

CONTACT

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spicycarrot.co

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EDUCATION

BACHELOR'S OF SCIENCE:
COMPUTER INFORMATION
SYSTEMS

California State Polytechnic
University - Pomona

2013-2018

CERTIFICATES:
INTERACTION DESIGN,
TRANSPORTATION DESIGN,
VISUAL COMMUNICATIONS

Art Center College of Design -
Extension Program

2020 - 2024

PROGRAMS

Figma

ProtoPie

Adobe Illustrator

AfterEffects

Xd

Aero

Premiere

Lightroom

InDesign

Photoshop

Blender

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EXPERIENCE

CEO & FOUNDER

Spicy Carrot, LLC

2020 - Present

- Produce educational content on automotive technology and mobility's future, growing a 10k+ follower base.
- Partnered with Forbes, LinkedIn Creators, Petersen Automotive Museum, and MotolQ for publications and collaborations.

DIGITAL MARKETING INTERN

Faraday Future

2016

- Led site-wide content audit, coordinating with multiple copywriters and creatives to refresh FF.com with industry-leading topics.
- Directed a team of three interns in researching and recommending cutting-edge marketing technologies, including VR/AR.
- Presented research findings to senior management, leading to requests for further development of all proposed technology concepts within the marketing organization.
- Utilized diverse sources to benchmark top executions, innovating Faraday Future's marketing operations.
- Evaluated over 5 social media platforms to compile a curated list of influencers aligning with the marketing strategy.
- Managed three of Faraday Future's social communities (Instagram, Twitter, Facebook) through content, moderation, and engagement.
- Served as Faraday Future's voice across three social channels, achieving significant increases in engagement rates through proactive community management.

LANGUAGES & FRAMEWORKS

HTML, CSS

Java, JavaScript, JSON

CLI, SQL

AWS, Docker

Wagtail CMS, Bootstrap

Angular, React, Vue, Swift

SKILLS

UX & UI Design

Interaction Design

Accessibility Compliance

User Testing

Front-End Development

Human Centered Research

Systems Integration

Motion Design

3D Rendering

Branding

AWARDS

Forbes 30 Under 30

NASA Honor's Award

JPL Discovery Award

JPL Team Award (x6)