

SENIOR UX DESIGN RESEARCHER WITH EXPERIENCE CREATING ENTERPRISE DIGITAL ECOSYSTEMS AIMING TO DEVELOP SKILLS IN LEADERSHIP AND STRATEGY

EDUCATION

NORTHWESTERN UNIVERSITY

MS Engineering Design Innovation
Focus: Healthcare, Entrepreneurship
GPA: 3.94

UNIVERSITY OF PITTSBURGH

BS Mechanical Engineering
Minor: Studio Art
Certificate: Innovation,
Entrepreneurship, Product Design
GPA: 3.73

SKILLS

RESEARCH

Whitespace Opportunity Identification
Contextual Inquiry Interviewing
Workshop Design and Facilitation
Co - Creation Activity Generation
Understanding Complex Workflows
Journey Map Creation
Persona Creation
Identifying Pain Points
Qualitative Synthesis
Quantifying Qualitative Benchmarks
Basic Statistics
Usability Testing
Survey Design
Wireframe and Prototype Testing
Design Concept Testing
A/B Testing

DESIGN

Service Blueprint Creation
Basic Figma
Miro / Mural
Design Strategy
Inventor / Solidworks (CAD)
Laser Cutting

COMMUNICATION

Client + Stakeholder Engagement
Public Speaking
Video Production

FOR FUN

Standby Traveling
Yoga
Business Podcasts

EXPERIENCE

3M HEALTH INFORMATION SYSTEMS | Senior UX Design Researcher

(Full time Employment) February 2020 - Current

- Leveraged qualitative and quantitative research methods to discover immediate and future product opportunities for Oral Care and HIS divisions
- Strategized to identify a 5-year plan to introduce new business models to enhance market awareness and brand recognition while supporting life-long brand engagement
- Led all research and synthesis efforts for 5 new digital products, including conducting over 300 customer engagements to continuously test new concepts
- Synthesized and presented research findings to over 350 internal stakeholders
- Led 7 internal and external workshops with stakeholders and customers to better understand opportunities and objectives
- Planned research efforts to measure the tangible return on investment of our product suite for our customers
- Featured on "3M Inside Angle" podcast and blog, discussing value of human centered design in healthcare

BLUE SKY AUTISM TRAVEL COMPANION | Masters Thesis Project

(Graduate Student - Northwestern) April - December 2019

- Created a travel companion for children with autism and their families consisting of a service, product, and digital experience
- Leveraged contextual interviews, co-creations, A/B testing, and prototype reviews with parents and professional autism therapists to create an inclusive and impactful solution

SOLA WEARABLE FOR MULTIPLE SCLEROSIS | Product Management Student Team Lead

(Graduate Student - Northwestern) September - December 2019

- Led team efforts to discover new product requirements for a thermoregulating wearable device that has the potential to impact 66 million people in the United States
- Created and presented a product requirements document and market requirements document including unit economics, adoption barriers, and competitive research
- Designed and prototyped a fully interactive digital MVP of the Sola app that compliments the wearable device

KAISER PERMANENTE | Service Design Graduate Intern

(Internship) June - September 2019

- Assisted Design Consultancy on Project Chamai, integrating third party digital tools into clinical care to support members' mental and emotional health
- Led the organization and creation of an exhibit to communicate Project Chamai with executive leadership and the public
- Led ethnographic research sprint with 20+ clinicians and patients focused on their experiences with mental health and care to identify opportunities for service design improvement

AWARDS + INVOLVEMENT

- Won first place in 3M's global hackathon 2 years in a row, receiving recognition from the CTO while competing against 100 teams across 15 countries (2020, 2021)
- Led the creation and deployment of first ever mentorship program, connecting over 100 mentor pairs while serving on the leadership team for 3M's New Employee Opportunity Network (2020-current)
- Served as President and Vice President of Recruitment for 120 members of Delta Phi Epsilon Sorority (2016-2018)
- Awarded Honorable Mention from the University Space Research Association for leadership potential in Aerospace (2017)