

Autumn Basinger

PRODUCT INNOVATOR

autumnbasinger.com

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EDUCATION

MS Engineering Design Innovation

Northwestern University
2021 - 2023

BFA Studio Art & Sculpture

University of Central
Florida
2012 - 2016

Summa Cum Laude
Lead Scholars Graduate

EXPERTISE

SOFTWARE

Figma, Sketch, Adobe,
InVision, Mural, Rhino

PROTOTYPING

Arduino, laser cutting, 3D
printing, shop tools, ceramics,
sewing, sketching

PROGRAMMING

JavaScript, HTML/CSS,
Python, Pandas, Github, SQL

HUMAN-CENTERED DESIGN

Design thinking, UX design,
user research, synthesis,
journey mapping

VOLUNTEER

Writing Coach

05/2015 - 07/2015

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Orlando, FL

Coached students to promote
confidence in their reading and
writing abilities and empower
them to creatively explore their
own voice.

PROJECT EXPERIENCE

Product Designer

09/2021 - 12/2021

Procter & Gamble

Evanston, IL

PARTNERED with P&G to identify design opportunities for the future of personal cleansing. **ENGAGED** with 18 consumers over three rounds of user research. **LED** product prototyping for my team, creating and testing 20+ prototypes. **IDENTIFIED** design requirements, refined our design, and pitched a final product concept to P&G stakeholders.

Design Researcher

09/2021 - 12/2021

Northwestern University

Evanston, IL

INVESTIGATED the experiences of caregivers through user interviews, diary studies, and secondary research. **SYNTHESIZED** learnings and crafted actionable insights in healthcare. **VALIDATED** concepts with users. **REFINED** concepts and recommended final solutions to meet caregiver needs.

PROFESSIONAL EXPERIENCE

Creative Technologist

07/2019 - 05/2020

PAX Labs

San Francisco, CA

DESIGNED interface animations and technical specs for [ERA PRO](#) and [ERA LIFE](#) devices. **RESTRUCTURED** the animation design system to enable a more collaborative product development process. **BUILT** an internal development tool for visually prototyping device animations. **MANAGED** ongoing user research and beta testing. **AUTHORED** Era Pro's user guide.

Operations Analyst

10/2017 - 07/2019

Apple

Cupertino, CA

ANALYZED and improved internal processes for managing health and motion user study data. **DEVELOPED** scalable automation solutions to gather, process, visualize, and distribute data. **IMPLEMENTED** systems that led to a more accurate [FALL DETECTION](#) algorithm for Apple Watch.

Happiness Ambassador

02/2017 - 10/2017

Garten

San Francisco CA

CREATED a top-notch office snacking experience for 2700+ employees across 4 client companies. **DESIGNED** information architecture for the mobile product ordering app.