

ISABELLA MACLEAN

BI CANDIDATE

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PROFILE SUMMARY

With a Bachelor of Information from the University of Toronto, I bring a fresh and innovative approach to interaction design, grounded in the latest principles of human-computer interaction and product design. Proficient in leveraging tools such as Python, R, and Tableau to conduct statistical analysis, data mining, and visualize complex data sets. I have a talent for communicating complex analytical concepts to both technical and non-technical stakeholders. My collaborative experiences in university projects have prepared me to work effectively within multidisciplinary teams with grace. As a continuous learner with a curiosity for innovation, I challenge the status quo and strive to exceed expectations.

EDUCATION

Bachelor of Information – Faculty of Information
University of Toronto, Toronto ON

April – 2024
(expected)

The Bachelor of Information (BI) considers the interactions between information technologies and social worlds, providing you with the conceptual tools and practical techniques necessary to understand and effect change in a data-intensive society.

Representative Courses: Interface Design Fundamentals, Computational Reasoning,
Information Practices in Organizations

Bachelor of Media, Information and Technoculture – Faculty of Information and Media Studies

University of Western Ontario, London ON

The Media, Information and Technoculture (MIT) program critically analyzes institutions, practices, and cultural meanings associated with technologies of communication, information, knowledge, learning, and entertainment.

Representative Courses: Consumer Society: Advertising and Promotional Culture, The
The Meaning of Technology: Exploring the Relationships
Between Technology and Society

SELECTED PAPERS

MacLean, I. (2024). Assault Crime at the University of Toronto: Higher Than in Surrounding Neighbourhoods? *Course Paper, INF312 – Worlds Become Data*. [\[available\]](#)

MacLean, I. (2024). Analysis of Ideological Influences of Opioid Addiction Media Frames *Course Paper, INF312 – Worlds Become Data*. [\[available\]](#)

Figma Examples:

<https://www.figma.com/file/OutrETK1bybzerYYxj588x/Untitled?type=design&node-id=0%3A1&mode=design&t=c4qgk8PfOmO7SKaU-1>

PROFESSIONAL EXPERIENCE

Behaviour Management Specialist

Summer 2023

Town of Aurora Summer Camps, Aurora ON

- Utilized effective behaviour management techniques and behavioural intervention methods to address and accommodate challenging behaviours among campers, including those with diagnosed, undiagnosed, supported, and unsupported needs.
- Assisted with participant intakes, ensuring that campers' specific requirements and needs are understood and addressed
- Maintained clear and open communication with camp counsellors, camp families, instructors, and members of the Leadership Team to provide ongoing support and guidance.
- Supervised and mentored a group of camp staff and campers, providing guidance, support, and hands-on assistance as needed.

Nuclear Stakeholder Relations Co-op/Developmental Student

2021-2022

Ontario Power Generation, Darlington ON

- Develop and execute stakeholder engagement strategies to enhance OPG's relationships with key stakeholders, including government agencies, regulatory bodies, community organizations, environmental groups, and indigenous communities.
- Identify and analyze stakeholder interests, concerns, and expectations related to OPG's nuclear operations.
- Monitor and assess emerging issues and trends that may impact OPG's stakeholders and proactively address them.

Social Media Coordinator

2019–2020

Human Environment Analysis Laboratory, Western
University, London ON

- Developed website portals and social media content for clients
 - Monitored social media and online sources for industry trends
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ADDITIONAL EXPERIENCE

Integration Counsellor

2019

Seneca College, King City ON

Program Instructor

2018

Hockey Opportunity Camp, South River ON

KEY SKILLS

- Python
 - R
 - Tableau
 - SQL
 - Figma
 - UI/UX Design
 - Data Analytics
 - Journey Mapping
 - Microsoft Office
 - Google Suites
 - Data Flow Diagrams
 - Usability Testing
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- **Team Collaboration:** Strong team-oriented and collaborative mindset, working effectively with other Unit Heads, camp counsellors, instructors, and members of the Leadership Team.
 - **Communication:** Excellent interpersonal and communication skills to interact with camp counsellors, camp families, instructors, and the Leadership Team, maintaining ongoing communication and providing necessary updates.
 - **Problem-Solving:** Proven ability to solve challenges and make decisions during the camp day, ensuring smooth operation and delivery of activities.
 - **Mentoring:** Ability to mentor and assist camp counsellors in creating a fun and safe camp experience for campers, fostering their growth and development.
 - **Relationship Building:** Ability to establish and maintain excellent rapport with staff, campers, and camp families, creating a positive and inclusive camp environment.
 - **Flexibility:** Understanding the uniqueness of each camper and staff member, adapting strategies to meet individual needs and making everyone feel part of the team.
 - **Organization:** Strong organizational skills to manage staff meetings, evaluate counsellor performance, and oversee the overall conduct of staff and campers.