Camryn O'Donnell

Multidisciplinary Designer

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Portfolio: https://camrynodonnell.com

Experience:

Design Fiction Workshops – Personal Project
December 2023 – February 2024

- Organized and facilitated design fiction workshops within the local network.
- Successfully planned in-person and virtual meetups, fostering collaboration and brainstorming.
- Led discussions on design, technology, and current trends.

Capstone Project: Foldable Therapy Space
September 2022 – April 2023

- Conducted extensive research into Ontario's mental healthcare system.
- Developed a comprehensive research plan and recruited relevant stakeholders.
- Conducted user interviews with professionals and clients to uncover user needs, goals, and pain points.
- Analyzed research findings and synthesized insights to create a conceptual model of the system.
- Iterated designs and developed prototypes for validation.
- Collaborated with industry partners on material and manufacturing choices.
- Crafted compelling communication materials using InDesign for public presentations.

Product Development Intern for Indoor Cooking – Canadian Tire Corporation
October 2021 – August 2022

- Oversaw multiple ongoing projects from exploration to execution.
- Performed in-depth contextual research and benchmark testing.
- Facilitated a design workshop to generate innovative product concepts.
- Assisted in developing the visual brand language.
- Developed product specification documents and technical packages.
- Collaborated with engineers and manufacturers to bring designs to life.
- Worked closely with cross-functional teams, including marketing and quality assurance.

UX & UI Design: Ottawa Transit App
September 2021 – December 2021

- Lead user interviews to discover user journeys.
- Collaborated with teammates to perform a qualitative analysis of the data through coding, user personas, and journey maps.

- Created wireframes, user flows and mock-ups using Figma.
- Conducted usability testing with Figma prototypes to enhance the user experience.
- Designed a cohesive visual brand language for the final app.

Incremental Design Project: Pneumatic Screwdriver
September 2020 – December 2020

- Researched technical specifications and conducted a product teardown.
- Analyzed product use cycles through storyboarding.
- Collaborated remotely with team members to synthesize research into a design brief.
- Ideated concepts and created prototypes for user testing.
- Produced general assembly and part drawings using SolidWorks.
- Built a realistic 3D-printed prototype.

User Experience Research and Design Project: Carleton's Timetable Builder
November 2020 - December 2020

- Conducted user interviews and surveys to gain insights into the current user experience.
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- Created mock-ups using Adobe XD and conducted user testing.

Ergonomic Audit: Shower Case Study
April 2020

- Thoroughly researched the use cycle of a product through observation.
- Utilized anthropometric data to analyze the product's ergonomics.
- Presented findings and potential accessibility improvements in a detailed report.

Branded Product Design Project: Headphones
April 2020

- Identified a company's visual brand language.
- Collaborated virtually with a team member to synthesize and present brand research.
- Designed a new product aligned within their branding and values.
- Produced realistic renderings using SolidWorks, KeyShot, and Adobe Photoshop.

Education:
Bachelor of Design with High Distinction | *2018 - 2023*
Carleton University School of Industrial Design, Ottawa Ontario

Skills:

Design Software
- Figma
- Adobe Creative Suite (Photoshop, InDesign, Illustrator)

Design Research
- User Experience Research
- Interviewing
- Journey Maps
- Personas
- Usability Testing

Programming:
- HTML
- CSS/SASS
- JavaScript
- React

UX/UI Design
- Wireframes
- Mockups & prototypes

CAD and 3D Software
- SolidWorks
- KeyShot

Achievements:

Book Award | *2023*
Nominated by my 4th-year studio professor for outstanding work on my capstone project.

Senate Medal | *2023*
Awarded by Carleton University for achieving a GPA within the top 3% of Bachelor of Design graduates.

Dean's Honour List | *2020 – 2021, 2019 – 2020, 2018 – 2019*
Recognized by Carleton University for maintaining a GPA of over 10.0.

Award of Excellence | *2020 – 2021, 2019 – 2020, 2018 – 2019*
Acknowledged by Carleton School of Industrial Design for outstanding learning performance.

Certifications:

Design Research Mastery | *February 2024*
Outwitly Inc.

TCPS 2: CORE 2022 Certification | *September 2022*
Panel of Research Ethics