LAUREN IP

🔗 https://laurenip.github.io
✉ lauren.ip@outlook.com
📱 416.275.3697

EDUCATION

University of Toronto / B.A.Sc. Industrial Engineering

CLASS OF 2020

Specializing in Human Factors & Information Systems, cGPA 3.78 / 4.00
C. David Naylor Scholarship ($20,000) for academic & leadership excellence

Courses: *Human Centered Systems Design, Design & Analysis of Information Systems, Psychology for Engineers, Fundamentals of Computer Programming*

EXPERIENCE

Healthcare Human Factors / Human Factors Design Intern

MAY 2018 - PRESENT

—Redesigning a multi-platform clinical portal to reduce clutter & streamline critical workflows for 4000+ clinicians at one of the largest hospital networks in Canada.

—Delivering high-fidelity prototypes for both mobile & desktop, validating design decisions through ongoing interviews & testing sessions with 10+ super-users.

Fridgit / UI/UX Designer

SUMMER 2017

—Designed the mobile application & product landing site for a smart, IoT inventory tracking device that helps users better manage the food in their fridge.

—Led the growth of our brand & visual identity, placing Top 12 in the University of Toronto's Hatchery Entrepreneurship Program.

Interactive Media Lab / Design Research Assistant

SUMMER 2017

—Designed ambient activities to promote patient engagement & reduce disruptive behaviours in the cognitively impaired, significantly improving quality of life.

—Analyzed user-system interactions in 4000+ videos to identify key usability issues & propose design changes for implementation across long-term care facilities nationwide.

LEADERSHIP

You're Next Career Network / Director of UI/UX

MARCH 2018 - PRESENT

—Leading a team of 5 content creators & front-end designers to transform the end-to-end digital experience for 3000+ students in search of professional development.

—Spearheaded a complete website redesign to improve overall user experience & customer value, driving page views up by 50% and reducing bounce rates by 30%.

SKILLS

TOOLS	DEVELOPMENT
Sketch	HTML/CSS
Figma	JavaScript
Balsamiq	Java
Axure RP	
InVision	
Adobe CS	

RESEARCH & DESIGN

Cognitive Walkthrough
Heuristic Evaluation
Contextual Inquiry
Persona & Scenario Development
Journey Mapping
Wireframing
Storyboarding
Prototyping
Usability Testing

PROJECTS

Voluntree
Led the design of a mobile social volunteering platform to enhance the experience of volunteering through gamification & community sharing.

Redesigning Spotify
Reimagined the user interface of the popular music streaming service's desktop application to improve overall usability by 49%.

ACTIVITIES

Iron Dragons Dragon Boat
2018 Club Crews World Champions

Hart House Orchestra
Carnegie Hall performer, violin

Frosh Week Graphics
Designed print & digital marketing material for 1300+ incoming students