




LAUREN IP

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EDUCATION

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

CLASS OF 2020

Specializing in Human Factors & Information Systems, cGPA 3.74 / 4.0

C. David Naylor Scholarship (\$20,000) for academic & leadership excellence

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

EXPERIENCE

Healthcare Human Factors / Human Factors Design Intern

MAY 2018 - PRESENT

Responsible for the complete redesign of a multi-platform clinical portal used by 4000+ clinicians at one of the largest hospital networks in Canada.

Delivering high-fidelity prototypes for both mobile and desktop, validating design decisions through user research and iterative testing.

Fridgit / UI/UX Designer

SUMMER 2017

Designed a mobile app and product landing page for a smart fridge inventory management system. Led the growth of our brand and visual identity. Placed Top 12 in the University of Toronto's Hatchery Entrepreneurship Program.

Interactive Media Lab / Research Assistant

SUMMER 2017

Designed interactive games to promote patient engagement and reduce disruptive behaviours in the cognitively impaired.

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

LEADERSHIP

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

MARCH 2018 - PRESENT

Spearheading the digital transformation of professional development club YNCN. Leading a team of content creators and front-end designers to craft the end-to-end student experience at YNCN, from complete website redesign to implementation of a data analytics platform for post-event feedback.

SKILLS

TOOLS

Sketch
Photoshop
InDesign
Balsamiq
Axure RP
InVision

DEVELOPMENT

HTML/CSS
JavaScript
Java
C

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 that enhances the experience of volunteering through gamification and community sharing.

PATH Wayfinding

A redesign of the wayfinding system used by the PATH—Toronto's notoriously complex downtown underground pedestrian walkway.

ACTIVITIES

Iron Dragons Dragon Boat

2018 Club Crews World Champions

Hart House Orchestra

Carnegie Hall performer

Frosh Week Graphics

Designed print & digital marketing material for 1300+ frosh