




LAUREN IP

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EDUCATION

University of Toronto

B.A.Sc. Industrial Engineering, Human Factors

CLASS OF 2020 | CGPA 3.78/4.00

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

EXPERIENCE

Block.one / UI/UX Design Intern

SUMMER 2019 | HONG KONG & LOS ANGELES

—Redesigned the hackathon event website for Block.one's leading blockchain technology (EOSIO) to capture new target users & improve overall user experience. Desktop & mobile.

Healthcare Human Factors / Human Factors Intern

MAY 2018 - MAY 2019 | TORONTO

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

—Delivered high-fidelity prototypes for mobile & desktop, validated design decisions through 10+ user interviews & testing sessions.

Publicis Sapient / Experience Designer

SEP 2020 - PRESENT | TORONTO

—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.

SKILLS

TOOLS & DEVELOPMENT

Sketch	HTML/CSS
Figma	JavaScript
Axure RP	Java
InVision	Hotjar Analytics
Principle	Google Analytics
Adobe CS	

RESEARCH & DESIGN

Cognitive Walkthrough
Heuristic Evaluation
Contextual Inquiry
Personas & User Stories
Journey Mapping
Storyboarding
Usability Testing

ACTIVITIES

You're Next Career Network

Senior Vice President leading a 40-student professional development club. We host UofT's 2 largest career fairs, attracting 3000+ attendees & 100+ companies each year.

Centivizer Work Study

Designing physical & digital product interfaces to encourage cognitive engagement amongst residents of long term care facilities.

Freelance Web Design

Designing marketing websites for a variety of professional services.