

LAUREN IP

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🌐 laurenip.com

EDUCATION

Class of 2019

B.A.Sc., Industrial Engineering | University of Toronto

- Specializing in Human Factors & Information Systems, cGPA 3.74
- C. David Naylor Scholarship (\$20,000) for leadership excellence
- COURSES: Human Centered Systems Design
Design & Analysis of Information Systems
Psychology for Engineers

EXPERIENCE

May 2017 – present

UI/UX & Growth Lead | Fridgit

- Designed a mobile application & product landing page for a smart fridge inventory management device that placed Top 12 in the University of Toronto's Hatchery Entrepreneurship Program

May 2017 – present

UI/UX Designer | You're Next Career Network

- Improved overall readability & accessibility of the YNCN website for 8000+ student participants by redesigning text-heavy webpages and restructuring its information architecture

Summer 2017

Undergraduate Research Assistant | Interactive Media Lab

- Designed unique activity modules for people with dementia and/or other cognitive impairments, to be distributed across long-term care facilities nationwide over the next 5 years
- Analyzed user-system interactions in over 4000 video logs to identify key usability issues and propose design changes for implementation in Dec 2018

Summer 2016

Software QA Analyst | Indigo Books & Music Inc.

- Pushed 400+ bug fixes during the redesign of Indigo's SAP warehouse management software, removing 90% of potential errors from a \$6 million outbound delivery system
- Translated insights from 100+ front-line employees into impactful GUI improvements, saving nearly 13,000 hours of work per year

LEADERSHIP

May 2017 – present

Director of Marketing

Volunteer Engineering Experience Program

- Spearheaded the marketing campaign for applications, increasing website traffic and Facebook page activity by 20% in just 2 months
- Redefined VEEP's brand & marketing strategy to attract higher quality interest, leading to a 30% increase in acceptance rates

SKILLS

Sketch

Illustrator

Photoshop

Balsamiq

Axure

InVision

HTML/CSS

JavaScript

Java

C

PROJECTS

IndiGO

Mobile Application

- Designed an application to gamify Indigo's mobile shopping experience, using wireframes & sitemaps to showcase functionality

SpineAlytics

enLIGHT Hackathon

- In a team of 4, designed a mobile application that would connect to a posture tracking device to give users real-time medical feedback

ACTIVITIES

Iron Dragons Dragon Boat

National University
Cup Champions

Hart House Orchestra

Carnegie Hall performer

Frosh Week Graphics

Designed print & digital
marketing material for
1300+ frosh