

# Lia Prins

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## Experience

### IBM

#### Watson for Patient Safety UX Design Focal Jul '17 – present

Collaborate with a small team of designers on a solution that allows pharmaceuticals to track adverse reactions to their drugs, identify at-risk populations, and ultimately prevent future harm to patients.

Concentrate on the offering's information architecture, designing the ways that users move through our system and find the data they need to execute tasks efficiently.

Map out complex user flows, communicating closely with our development team to find feasible yet innovative solutions.

Maintain an acute awareness of the domain our users operate in, keeping a critical eye on its inefficiencies and potential for improvement.

Braved six straight weeks of pub food in London to work directly with our new client, learning about the current state of the pharmacovigilance industry, hidden opportunities for cognitive technology, and their users' specific needs from our offering.

#### IBM Health Corps + Moroccan Society of Surgery UX Consultant Jun '18

Met with surgeons on-site in Morocco to learn about their initiative for improving cancer patients' post-operation survival rates through the analysis of aggregate data.

Worked together with three other IBMers from various fields to determine the insights needed from the data, so we could best surface and visualize the necessary attributes.

#### Watson for Drug Discovery Data Visualization Lead Mar '16 – Aug '17

Redesigned the ways we visually communicated cognitively generated results across Watson for Drug Discovery's suite of applications, to better guide biochemists in the discovery of treatments for genetic diseases.

Ran a bi-weekly data vis guild across Watson Health, which involved sharing best practices, coordinating presentations, and organizing educational activities.

Created visual and UX design patterns based on feedback from users and data scientists.

#### MobileFirst Analytics Design Lead, UX Designer Jul '14 – Mar '16

Travelled to the team's hub in Israel to develop a visual design system that would extend across the MobileFirst product portfolio.

Overhauled the interface's information architecture to more intuitively communicate its content and navigation, conducting card sorting exercises and user research to inform final decisions.

Worked side-by-side with our development team to clarify and prototype micro-interactions and final visual designs.

#### NBBJ Design Visual Designer Oct '12 – Jul '13 | Dec '13 – Mar '14

Developed infographics and case-studies to assist with architecture teams' global project bids.

Consulted with and provided design assistance to the marketing team as they led the company's transition to a new website design.

#### Teague Interaction Design Intern Jul '13 – Nov '13

Produced a system of interactions and interfaces for users of self-driving cars, presenting progress and final work in-person to our client.

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## Education

### University of Washington

B Des, Visual Communication Design  
graduated Jun '13

B A, Interdisciplinary Visual Art  
graduated Mar '09

Named to the Pac-10 All-Academic team and earned a second-place finish in the 2008 NCAA varsity women's rowing final.

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## Extracurricular

### Volunteering

Victory Tutoring Volunteer Tutor  
Aug '15 – present

Tutor an ESL K–12 student, aiming to improve their comprehension and performance in math, science, and writing.

The Thinkery Volunteer  
Apr '17 – present

Encourage young visitors to explore and learn through science experiments, robotics demonstrations, and crafts that introduce them to new tools like the sewing machine.

### Creative endeavors

#### Children's book illustration

In the process of writing and illustrating a story featuring an assortment of anthropomorphic office supplies inspired to take control of their own destinies.

#### Coding

Built my portfolio site, my blog, and various work-related side projects along with their content management systems from scratch, applying HTML, CSS, Javascript and Processing fluently, and tinkering with PHP as needed.