Lia Prins

liaprins.com
liajprins@gmail.com
(509) 200-9484

Experience

IBM

Watson for Drug Discovery Data Vis Lead   Mar '16 – Aug '17 | Oct '18 – present

Redesigning the ways we visually communicate cognitively generated results across Watson for Drug Discovery's suite of applications, to better guide biomedical researchers in the discovery of treatments for genetic diseases. Focusing on how to surface the algorithms used to derive predictions.

Harvesting existing data vis patterns across IBM and conducting competitive analysis to prepare visualization patterns for the Watson Health design library.

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

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 Patient Safety UX Design Focal   Jul '17 – Dec '18

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

Concentrated 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.

Mapped out complex user flows, communicating closely with our development team to find feasible yet innovative solutions. Maintained 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. Presented all designed functionality of WPS in-depth.

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.

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.

Extracurricular

Volunteering

Victory Tutoring Volunteer Tutor
Aug '15 – present

Tutoring an ESL middle school student, aiming to improve their comprehension and performance in math, science, and writing.

The Thinkery Laboratory Volunteer
Apr '17 – present

Encourage young visitors to explore and learn through science experiments, robotics demonstrations, and crafts.

Creative endeavors

Austin Design Week + World IA Day
Speaker + Workshop Lead

Crafted and delivered presentations for both events about the benefits of sketching as part of the divergent phase of design. Developed drawing exercises and led workshops to help attendees better understand, grow, and incorporate the skill of sketching into their own processes.

Coding Experimenter + Enthusiast

Built my portfolio site, my blog, and several work-related side projects along with their content management systems from scratch, employing HTML, CSS, JavaScript, Processing, and Jekyll fluently. Currently developing information and data visualizations with P5.js to explain scientific concepts through my blog.