

# LAUREN TINDAL

815 Gaffield Pl. · Evanston, IL 60201 · (614) 507-8939 · ltindal19@gmail.com · laurentindal.com

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## EDUCATION

### NORTHWESTERN UNIVERSITY

2010-2014 | Evanston, IL | GPA 3.9/4.0

*B.A. in Psychology | Certificate in Engineering Design | Certificate in Entrepreneurship*

- *Honors Program In Psychology*: Selected to conduct a study & write a thesis under Dr. Bill Revelle & the Personality, Motivation & Cognition Lab
- *Awards*: Undergraduate Research Academic Year Grant; Student Activities Scholarship; Chicago Field Studies Scholarship; Summer Internship Grant Program; International Program Development Fellowship; Gamma Sigma Alpha Honor Society; Northwestern Dean's List (9/9 Quarters)

### BOCCONI UNIVERSITY

Fall 2012 | Milan, Italy

Student exchange program with coursework in marketing communication & product development

## RELEVANT COURSEWORK

Human Centered Product Design, Industrial Design Methods, Sketching for Engineers, Interdisciplinary Design Projects, Human-Computer Interaction, Human Memory, Engineering Entrepreneurship, New Product Development & Open Innovation, Cognitive Neuroscience

## EXPERIENCE

### SYNDIO SOCIAL INC. *Analyst*

Jan 2014-Present | Chicago, IL

- Perform social network analysis on client datasets & optimize software value by producing content for new tools

### CENTER FOR BEHAVIORAL INTERVENTION TECHNOLOGIES, *UI/UX Researcher*

Jan 2014-Present | Chicago, IL

*Northwestern University Feinberg School of Medicine*

- Assess UI/UX of IntelliCare, a suite of mobile apps developed for depression intervention, through user testing

### SPROUTEL INC. *Marketing Strategy Intern*

Summer 2013 | Providence, RI

- Generated & implemented a self-directed marketing strategy to increase customer engagement & drive sales

### DELTA LAB, *Research Assistant*

Jan 2012-June 2013 | Evanston, IL

- Analyzed, synthesized, & coded interviews about motivations for crowdfunding & crowdfunding science research

### CENTER FOR TALENT DEVELOPMENT, *Teaching Assistant*

Jan 2013-March 2013 | Evanston, IL

- Facilitated lessons for gifted 3<sup>rd</sup>/4<sup>th</sup> grade students in a Design 3-D enrichment class

### UNIVERSITY OF TEXAS AT AUSTIN, *Research Fellow*

Summer 2012 | Austin, TX

*Research Experience for Undergraduates Program | National Science Foundation*

- Developed an experiment to test the effectiveness of tools for stimulating creativity in engineering education

## PROJECTS

### DRIVER INDEPENDENCE FOR OLDER ADULTS, Client: *Chrysler LLC*

Sept 2013-Dec 2013 | Auburn Hills, MI

*Design for America National Project, 5-member team*

- Presented a conceptual solution through CAD, video, & prototypes to Chrysler executives at Chrysler HQ

### AUTISM EDUCATION KIT, Client: *Have Dreams School*

Jan 2013-June 2013 | Evanston, IL

*Interdisciplinary Design Projects Class, 3-member team*

- Created a working prototype of an educational activity kit to improve cognitive abilities of autistic individuals

### TINKER TURF, Client: *Chicago Children's Museum*

Summer 2011 | Chicago, IL

*Design for America Summer Studio, 5-member team*

- Designed a museum exhibit, driven by insights from user research & testing, & delivered design to client

## LEADERSHIP & OUTREACH

DESIGN FOR AMERICA, *Team Management Executive & Design Coach*

Sept 2011-Present | Evanston, IL

NORTHWESTERN ORGANIZATION OF DESIGN ENGINEERS, *Marketing Director*

May 2012-Present | Evanston, IL

WILD ROOTS ORGANIC GARDEN, *Volunteer Coordinator*

April 2013-Present | Evanston, IL

YOUTH ORGANIZATIONS UMBRELLA, AFTER SCHOOL PROGRAM, *Site Leader/Tutor*

Sept 2011-Dec 2013 | Evanston, IL

UNIVERSITY OF TEXAS AT AUSTIN, *Beyond Blackboards Robotics Camp Counselor*

Summer 2012 | Austin, TX

## SKILLS

**Basic:** JavaScript, Adobe Photoshop, InDesign & Illustrator, R | **Proficient:** HTML/CSS, CAD (NX), Design Sketching, Gephi, NodeXL |

**Experienced:** PowerPoint, Social Media (Facebook, Instagram, Pinterest, Tumblr, YouTube)