

LAUREN TINDAL

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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*
 - AWARDS: Chicago Field Studies Scholarship; Honors Program in Psychology; Summer Internship Grant Program; International Program Development Fellowship; Knapp Scholarship; Gamma Sigma Alpha Honor Society; Northwestern Dean's List (9/9 Quarters)
 - Selected to conduct a study for an honors thesis in psychology under Dr. Bill Revelle & the Personality, Motivation & Cognition Lab

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 improving user experience

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

- Implemented marketing strategy to increase user engagement, drive sales & create brand ecosystem

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 3rd/4th 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 & presented a full museum exhibit design driven by insights from prototypes, user research & testing

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

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