

Mabel Lawrence

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PROFESSIONAL EXPERIENCE

Gensler | Creative Technologist, Software Development September 2021 – Present

- Leveraged web technologies to create interactive experiences for museums, innovation centers, and offices
- Integrated CMS and video mapping APIs to align with design needs and clients' existing software ecosystems
- Utilized Python with NumPy and OpenCV libraries to schedule and map content for immersive LED installation
- Prototyped installations to test interaction mechanics, calibrate hardware, and improve installation efficiency
- Led sustainability initiative that informs how global team can support climate action throughout design process

Stand and Build | Technical Designer August 2019 – February 2021

- Wrote Arduino code to actuate rotational and translational animations for window displays on 5th Avenue
- Integrated custom pages and CSS styling into Shopify website to boost client's online presence and sales
- Produced drawing sets and renderings for retail fixtures, custom furniture, and pop ups using Rhino 3D

TECHNICAL PROJECTS

Interactive Touchpoint and Editor | Frontend Development, Custom Content Editor 2023

Touchscreen application that allows users to browse nested information and save content. Includes online tool for editing and previewing content as it will appear in the touchpoint. {React, Redux, Vite, GSAP, CSS, Electron, Express, MongoDB}

- Created frontend application with GSAP animations to establish intuitive way to browse over 100 items
- Established WebSocket communication to send and receive information on session content, saves, and mode
- Developed fullstack editor to meet client request for maximum flexibility in content creation and preview

Syracuse University Alumni Wall | Frontend Development, CMS Development 2022

Touchscreen experience with ambient, attract, and interact modes. Four screens can act in sync or independently to show pre-rendered videos, dynamically rendered patterns, and browsable content. {React, Redux, Vite, CSS, Wagtail}

- Upgraded alumni wall from analog photos to interactive application to boost school's accreditation performance
- Made custom implementation of Django-based CMS, Wagtail, for content templates and storing information

Jackie Robinson Museum Exhibit | Frontend Development 2022

Touchscreen exhibit, Game Day, where visitors can explore content and queue stories that will synchronize video on an LED screen and projection mapped content on a scale model of Ebbets Field. {React, Redux, CSS}

- Wrote web components and animations to realize designer's vision and contribute to C2A Exhibition Award
- Executed WebSocket protocol for a joint queue between two application instances and other synced elements

Taste Not Waste 2021

Mobile application that reduces food waste by alerting users when their uploaded grocery items will expire and suggesting recipes using the relevant ingredients. {React Native, Redux, Firebase, Google Vision, CSS, Edamam API}

- Implemented Google Vision OCR to parse food names from line items from uploaded or scanned receipt
- Set up pre-populated form in React Native to allow users to view and edit uploaded items before saving them

EDUCATION

Fullstack Academy, Grace Hopper Program April 2021 – July 2021

17-week immersive fullstack software engineering course

Cornell University, College of Engineering August 2015 – May 2019

B.S Engineering: Mechanical Engineering for Design in the Arts

TECHNICAL SKILLS

JavaScript, HTML, CSS, GSAP, React, Redux, Express, PostgreSQL, SQLite, Python, PM2, Nginx, Arduino, Photoshop

LEADERSHIP EXPERIENCE

DXD Sustainability Co-Lead | Gensler 2023-Present

Outdoor Instructor | REI, Cornell 2017-2022

Scribe | Theta Tau Professional Fraternity 2018

SPECIAL INTERESTS

Running | I've convinced myself I enjoy this since 2021

Lego | I built the 7,541-piece Millennium Falcon set

Pickles | I have gone to great lengths for a hot and spicy