Simon Lalonde

✉ slalonde.design@gmail.com 📞 +1 (614) 779-2142 📍 Canada 🌐 simonlalonde.github.io 🗚 English & French

WORK EXPERIENCE

Innovation Designer
January 2022 - Present
IBM Canada - Client Engineering
- Led, organized and facilitated co-creation workshops for over 25 client projects in sectors such as finance, energy, transportation, manufacturing, insurance, and the public sector
- Designed more than 10 proofs of concept to prove the value of IBM technologies, featuring AI, machine learning, process automation and hybrid cloud
- Collaborated with IBM's worldwide teams, including data scientists, developers, solution architects and technical sales specialists, on both customer projects and IBM internal assets

Service Designer
May 2021 - August 2021
Meilleur Monde - Service design studio
- Developed and presented recommendations for the SCENIC telepresence technology from the Society for Arts and Technology's (SAT) to facilitate its use and improve the user experience in schools
- Proposed redesigns for public libraries in the Greater Montreal based on co-creation workshops with citizens and online surveys
- Visited multiple Montreal public libraries and wrote reports with specific recommendations for each of them to improve their user experience in the context of COVID-19

Design Graduate Teaching Associate
August 2018 - May 2020
The Ohio State University
- Taught fundamentals of design classes to first-year undergrad students (~30 per semester) enrolled in the Design Foundations Program
- Created and recorded tutorials to help students learn to use Adobe Photoshop, Illustrator and InDesign
- Provided positive/constructive feedback throughout project development and graded student assignments and projects

Design Researcher (Technician)
July 2017 - December 2017
Université de Montréal
- Collaborated in the organization of a two-day conference at Concordia University on the theme of responsible conduct in research-creation
- Designed the graphic material and managed the printing of all materials for the conference
- Developed 3 co-creation research workshops for the Social Sciences and Humanities Research Council of Canada (SSHRC) and professors from multiple universities attending the conference

EDUCATION

M.F.A. in Design Research and Development
August 2020
The Ohio State University
- Researched and wrote a master's thesis on the importance of ensuring that the voices of minorities are faithfully captured in the synthesis and conclusions of codesign activities (co-creation) in the context of public project development

Bachelor of Industrial Design
May 2017
Université de Montréal
- Developed a mobile application prototype to improve child safety and facilitate attendance management in public childcare center (CPE) as a final year project

SKILLS

User experience design
- Research: co-creation workshops, ethnography, interviews, literature review, photography
- Prototyping: mobile and web application wireframes, mock-ups, 3D models
- Results analysis: communicating the business and technical values, elaboration of recommendations, report writing

Software
- UX/UI design: Mural, Figma, FigJam, Miro, Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Lightroom, Premiere Pro), HTML, CSS
- 3D design: Solidworks, PrusaSlicer (3D printing)
- Research and analysis: NVivo, QDA Miner, Zotero

HONORS AND AWARDS

- **IBM Entrepreneur Award** — Design of a sales asset to showcase watsonx.ai generative AI capabilities (IBM) — *2023*
- **Design and Society Grant** — Master's thesis research project (Université de Montréal) — *2019*
- **OSU Graduate Teaching Associateship** — Scholarship (The Ohio State University) — *2018*