

LAUREN IP

PRODUCT DESIGNER

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EXPERIENCE

Publicis Sapient / Experience Designer

SEP 2020 - PRESENT | TORONTO

—Collaborated with cross-functional teams to design & deliver 5 new features for Comcast Business Mobile’s agent-facing platform, increasing revenue potential by at least 20%.

—Produced 60+ responsive UI screens for GameStop’s e-commerce website while contributing to an evolving design system. Consulted on product strategy for their mobile app & customer loyalty program.

—Spearheaded a Lunch & Learn program for 30 members of the Toronto Experience team, based on trend research & analysis conducted on the future of interaction design.

Block.one / UI/UX Design Intern

SUMMER 2019 | HONG KONG & LOS ANGELES

—Revamped the marketing website for EOSIO blockchain hackathons, capturing 2 new target audiences & increasing web traffic by 40%.

—Presented a 75-page, in-depth audit of the Block.one website, using quantitative data analytics to drive insights & provide recommendations for improving overall user experience.

Healthcare Human Factors / Human Factors Intern

MAY 2018 - MAY 2019 | TORONTO

—Streamlined workflows for 5k+ clinicians at Canada’s largest research hospital by redesigning a multi-platform clinical portal. Delivered high-fidelity mobile & desktop prototypes, validating designs through 10+ user interviews & testing sessions.

—Created designs to integrate new health data into an existing patient portal with 60k+ users. Facilitated 3 co-design workshops with end users, incorporating qualitative feedback into an iterative design process.

Interactive Media Lab / Design Research Assistant

SUMMER 2017 | UNIVERSITY OF TORONTO

—Developed a digital platform that allows caregivers to track hundreds of patient interactions with cognitive activities, significantly improving quality of life & reducing caregiver burden by at least 20%.

—Analyzed user-system interactions in 4k+ video sessions to identify key usability issues & proposed design changes for implementation across 6 long-term care facilities nationwide.

EDUCATION

University of Toronto

CLASS OF 2020 | CGPA 3.8/4.0

B.A.Sc. Industrial Engineering,
Human Factors Concentration

C. David Naylor Scholarship for
academic & leadership excellence

SKILLS

TOOLS & DEVELOPMENT

Sketch	Adobe CS
Figma	HTML/CSS
Axure RP	JavaScript
InVision	Hotjar Analytics
Principle	Google Analytics

RESEARCH & DESIGN

Cognitive Walkthrough, Heuristic Evaluation, Contextual Inquiry, Information Architecture, Personas & User Stories, Journey Mapping, Storyboarding, Wireframing & Prototyping, Usability Testing, Accessible Design

CULTURE & COMMUNITY

enABLE Hackathon

Designed a virtual shopping navigation assistant for the visually impaired. 3rd place team winner.

Headline TO

Leading a new mental health & wellness committee at Publicis Sapient Toronto.

Early Careers Program

Actively helping to develop the new grad program at Publicis Sapient.