



# Lindsay Lipschultz

User Researcher and Product Designer

## Education

### M.S. Engineering Design Innovation

Northwestern University  
2022 - 2024

### B.S. Biomedical Engineering

Northwestern University  
2018 - 2022

## Contact

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## Skills

- Human-Centered Design
- Root Cause Analysis
- User Research
- Data Analysis
- Solidworks
- Rapid Prototyping
- Usability Testing
- Python
- Wireframing
- Mechatronics

## Awards

### 4th Prize - People's Choice

Whitespace Innovation Challenge  
April 2023

### Lyle Mockros Outstanding Student

Northwestern BME Department  
October 2021

### Experiment and Learn

Hollister Incorporated Tech Forum  
October 2020

## Experience

### Hollister Incorporated

January 2024 - Present

R&D Engineer III - New Product Development

- Developed insights into use cases of drainable ostomy pouches by designing and analyzing results of a clinical study and usability study. Iterated design to optimize performance for common non-IFU uses discovered in testing.
- Conducted user research interviews and formative usability studies to test ease of use of ostomy pouch designs and inform trade-offs between product performance and usability.
- Lead group analysis of end-user ethnographic videos to generate over 50 product ideas.
- Conducted in-context interviews with ostomy pouch users to test design concepts and understand pain points with existing product solutions.
- Developed survey and led co-design sessions to develop user needs for ostomy barrier accessories and develop early-stage concepts.

### Northwestern Medicine

June 2023 - January 2024

Service Design Intern - Patient Throughput and Quality

- Decreased excess days in long hospitalization stays by co-designing with nurses to develop a physical therapy program to prevent patient deconditioning.
- Conducted user research and analysis of patient stay data to process map handoff between ER and inpatient doctors and recommend solutions that would reduce handoff time by 33%.

## Projects

### Product Design for Master's Thesis

September 2023 - March 2024

Independent Project

- Conducted secondary research, competitive analysis, and surveys to find unmet needs and whitespace opportunities in the medication management space.
- Utilized affinity mapping to find common themes and generate insights from the findings of 15 user interviews and over 150 survey responses.
- Ideated, mocked up and evaluated dozens of solution concepts with users to iterate product design that integrates into users routines and provide effective reminders to take medication.
- Prototyped and refined medication management product suite utilizing usability studies to optimize interactions with both physical and digital product features.

### UI/UX Design for Online Education Platform

January 2023 - March 2023

- Redesigned how online learners interact with their long-term courses and stay motivated to complete them by conducting interviews to understand users' learning goals and what motivates them to complete difficult tasks.
- Used Figma to create functional mockups of novel course layout and interactions that track progress and set learning goals to increase platform retention and course completion.
- Conducted user testing and iterated user interface designs based on task analysis and user feedback to ensure a seamless user experience throughout novel course structure.

### Product Design for Proctor & Gamble

September 2022 - December 2022

- Developed the user requirements to ensure intended use of a novel consumer product technology for skincare through design research and usability testing.
- Conducted in-home interviews and on-site user research to test prototypes and develop insights into what users value from their skincare routines.
- Ideated product form, packaging, and branding solutions that would address the user tensions of incorporating new technology vs. maintaining existing routines and wanting a luxurious experience from skincare vs. valuing efficiency in their chores.
- Managed discussion guide development, user research stimuli creation, and prototyping.