Lindsay Lipschultz
Medical Device Designer & Biomedical Engineer

Education

M.S. Engineering Design Innovation
Northwestern University
2022 - 2024

B.S. Biomedical Engineering
Northwestern University
2018 - 2022

Contact

817-666-9083
lindsaylipschultz@gmail.com
www.lindsaylipschultz.com
Chicago, IL

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
- Addressed a failure mode of ostomy pouch closures discovered during user testing by generating, prototyping, and testing over 40 designs in 2 months to meet target launch date.
- Conducted formative usability studies to test the ease of use of drainable ostomy pouch designs to inform trade-offs between lab-based device performance and usability.
- Lead analysis and discussion of end-user ethnographic videos with R&D team to generate dozens of novel product solutions to resolve observed pain points.
- Collaborated with internal stakeholders to optimize product design for manufacturing and utilized design controls to document design process and minimize risk in product launch.

Northwestern Medicine   **June 2023 - January 2024**
Service Design Intern - Patient Throughput and Quality
- Decreased excess days in long hospitalizations by co-designing with nurses to develop a physical therapy program to prevent patient deconditioning.
- Conducted user research and data analysis to process map patient handoff calls from the emergency department MD to the inpatient MD 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.