



Lindsay Lipschultz

Product Designer & Biomedical Engineer

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
- User Research
- Insights Brainstorming
- Rapid Prototyping
- Usability Testing
- User Flows
- Wireframing
- Affinity Diagraming
- Figma

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

Associate R&D Engineer II

- Generated, prototyped, and tested over 40 new drainable ostomy pouch designs. Learned and optimize how closures create leakage security regardless of roll-up direction.
- Worked cross-functionally to find solutions that meet design for manufacturing, speed-to-market, market desirability, and COGS requirements of upgraded ostomy pouches.
- Lead analysis and discussion of end-user ethnographic videos with New Product Development team to better understand end-user needs and brainstorm novel product solutions to observed pain points.
- Used Python to automate updating BOMs to reduce time required by 75%.

Northwestern Medicine

June 2023 - January 2024

Administration Intern - Patient Throughput and Quality

- Decreased excess days in long hospitalizations by co-designing with nurses to develop a 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 released 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 10 user interviews and over 150 survey responses.
- Ideated, mocked up and evaluated concepts with users to hone-in novel solution space that would integrate into their routines and remind them to take medications while on-the-go.
- 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.