

# ALYSSA BROWN

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INNOVATING AT THE INTERSECTION OF HUMAN CENTERED DESIGN,  
TECHNOLOGY, AND BUSINESS TO CREATE HEALTHCARE IMPACT

## PROFESSIONAL SKILLS

Design Research  
Holistic Service/Experience Design  
Step Stretch Leap Vision Setting  
Project Management

## EDUCATION

### NORTHWESTERN UNIVERSITY

MS Engineering Design Innovation  
Focus: Healthcare, Entrepreneurship  
Graduation: Dec 2019  
GPA: 3.94

### UNIVERSITY OF PITTSBURGH

BS Mechanical Engineering  
Minor: Studio Art  
Certificate: Innovation,  
Entrepreneurship, Product Design  
Graduation: Aug 2018  
GPA: 3.73

## TOOLBOX

Problem Framing  
Opportunity Identification  
Ethnography  
Ideation  
Business Modeling  
Strategy Development

Client Communication  
Public Speaking

Adobe Suite  
Inventor / Solidworks (CAD)  
Video Production  
Photography

Laser Cutting  
Lo-Fi Prototyping  
MVP Creation and Testing  
Wireframing and Testing

## FOR FUN

Standby Traveling  
Yoga  
Business Podcasts

## EXPERIENCE

### 3M HEALTH INFORMATION SYSTEMS | Senior UX Design Researcher

(Full time Employment) February 2020 - Current

- Won first place in 3M's global hackathon and received recognition from the CTO, competing against 100 teams across 15 countries
- Leveraged qualitative and quantitative research methods to understand immediate and future product opportunities for Oral Care and HIS divisions that delivered on business needs
- Strategized to identify a 5-year plan to introduce new business models to increase sales, and enhance market awareness and brand recognition
- Led all research and synthesis efforts for 2 new digital products, including conducting over 150 customer engagements to continuously test new concepts
- Synthesized and presented research findings to over 350 internal stakeholders
- Led 5 internal and external workshops with stakeholders and customers to better understand opportunities and objectives
- Planned research efforts to measure the tangible return on investment of our product suite for our customers

### BLUE SKY AUTISM TRAVEL COMPANION | Masters Thesis Project

(Graduate Student - Northwestern) April - December 2019

- Created a travel companion for children with autism and their families consisting of a service, product, and digital experience
- Leveraged contextual interviews, co-creations, A/B testing, and prototype reviews with parents and professional autism therapists to create an inclusive and impactful solution

### KAISER PERMANENTE | Service Design Graduate Intern

(Internship) June - September 2019

- Assisted Design Consultancy on Project Chamai, integrating third party digital tools into clinical care to support members' mental and emotional health
- Led the organization and creation of an exhibit to communicate Project Chamai with executive leadership and the public
- Advised team decisions through conducting ethnographic research with 20+ clinicians and members focused on their experiences with mental health and care

### INTOX WEARABLE | Student Co-Founder

(Graduate Student - Northwestern) April - June 2019

- Student Co-Founder of Intox, the first networked system to help young women track and manage their social alcohol intake
- Leverages wearable technology to empower young women to make educated decisions around navigating party culture in college
- Worked with team to create business strategy, conduct user research, and test prototypes

### ACUTRONIC | Mechanical Engineering Co Op

(Co Op) Jan 2016 - August 2017

- Worked directly for CEO on product innovation, recruitment, and sales engineering
- Created CAD models for 3 and 5 axis motion simulators to test inertial sensors
- Awarded Honorable Mention from the University Space Research Association for leadership potential in Aerospace

## INVOLVEMENT

- Served on the mentorship committee for 3M's New Employee Opportunity Network, organizing mentorship opportunities for thousands of employees (2020- current)
- Served as President (2017-2018) and Vice President of Recruitment (2016-2017) for Delta Phi Epsilon Sorority (120 members)
- Awarded TEDx Grant for Achievement in Leadership (2017)
- 700+ hours of volunteering and contributed to raising over \$30,000 for the Children's Hospital of Pittsburgh and the Cystic Fibrosis Foundation (2014-2018)

## ADDITIONAL PROJECTS

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### **SOLA WEARABLE FOR MULTIPLE SCLEROSIS** | *Product Management Team Lead*

(Graduate Student - Northwestern) September - December 2019

- Led team efforts to discover new product requirements for Sola, a thermoregulating wearable device that has the potential to impact a total addressable market in the US of 66 million (incl. Multiple Sclerosis, Parkinson's, Hypothyroidism, women experiencing menopause)
- Created and presented a product requirements document and market requirements document including unit economics, adoption barriers, and competitive research
- Designed and prototyped a fully interactive digital MVP of the Sola app that compliments the wearable device

### **LURIE CHILDRENS HOSPITAL** | *Student Service Designer*

(Graduate Student - Northwestern) April - June 2019

- Created service artifacts for families who regularly visit Lurie Children's Hospital in Chicago, including a check-in app to save time and offer guidance, tools to help hospital staff support and care for family members, and new uniforms to help empower front line staff
- Consulted for Lurie Children's Hospital to redesign the check in experience for outpatient and inpatient arrivals
- Identified a 3 step solution to revitalize patient to hospital relationships, and evoke feelings of care and comfort
- Designed solutions alongside the patient advisory board, ensuring mindfulness of diverse needs

### **OTOBUDDY** | *Student Co-Founder*

(Graduate Student - Northwestern) September 2018 - March 2019

- Co-Founder of OtoBuddy, creating an ecosystem of child-friendly tools that can help identify, predict, and diagnose common childhood illnesses such as ear infections from the comfort of their home
- Personally responsible for competitive strategy, brand positioning, product engineering, product design, service design, user testing, and user experience design.

### **CITY OF CHICAGO** | *Student Service Designer*

(Graduate Student - Northwestern) January - March 2019

- Developed a welcome platform to the City of Chicago for new families moving to the city with disabilities
- Specifically created a digital platform to develop a sense of community for parents of children with disabilities in Chicago Public Schools

### **VERSION TWO** | *Student Interaction Designer*

(Graduate Student - Northwestern) January - March 2019

- Designed a digital portal that supports young adults looking for a new job
- The V2 portal pairs a job seeker with an MBA career coach, allows applicants to visualize their progression towards reaching their goals, and leverages motivating features such as accountability groups to help push applicants in the right direction
- Developed experience identifying prototype assumptions, designing testing plans to address the largest risks, and measuring impact of early stage product features

### **PROCTER AND GAMBLE** | *Student Product Designer*

(Graduate Student - Northwestern) September - December 2018

- Designed a physical product to support an emerging technology
- Leveraged ethnographic research, co-creation, mechanical engineering, rapid prototyping, and user testing to create a beautiful and functional solution

### **CHILDRENS HOSPITAL OF PITTSBURGH** | *Student Environment Designer*

(Graduate Student - Northwestern) September 2015 - May 2016

- Designed a shopping cart attachment for pediatric wheelchairs to assist parents with disabled children
- Created an immersive XRay room experience design to calm children and reduce sedation rates
- Awarded Second Place and the 2016 Spring Senior Design Expo at the University of Pittsburgh