

LYDIA HEELY

lydia.heely@gmail.com 774 - 722 - 5879 lydiaheely.com

ABOUT

Enthusiastic human factors specialist with a strong interest in sustainable design and human-machine interaction. Skilled at design thinking as well as digital and physical prototyping. Strong technical writing, iconography, and data visualization skills. Seeking to gain a deeper understanding of how clients' needs and business objectives drive the product development cycle.

EDUCATION

Engineering Psychology, B.S., Tufts University

Medford, MA

Aug 2016 - May 2020

- * Honed critical thinking, reserach, and design skills in product development coursework
- * Discovered how human psychology and physiology inform effective design
- * Developed a passion for environmental remediation and green infrastructure
- * Earned a 3.79 GPA
- * Varisty scorer for Tufts Womens Cross Country

PROJECTS

Junior Design Project, Tufts University & Design Science

Medford, MA

Jan 2019 - May 2019

- * Worked in a small group to develop a prototype of a smart asthma inhaler and companion app for active teenagers
- * Identified pain points of using existing devices and translated these into design requirents for our product
- * Developed physical prototypes using Autodesk Inventor and medium-fidelity 3D printing

Senior Capstone Project, Tufts University

Aug 2019 - May 2020

Medford, MA

- * Worked in a small group to develop a gamified productivity app for college students
- * Led user research efforts by administering questionnaires and interviews about work habits and productivity tools
- * Developed and tested critical workflows using Adobe XD and InVision

WORK EXPERIENCE

Summer Intern, Environmental Strategies & Management

Norton, MA

Jun 2019 - Aug 2019

- * Drafted environmental permit applications for a medical device sterilzation facility
- * Collected groundwater samples for an ongoing water quality study

Team Member, Clover Food Lab

Cambridge, MA

English

French

Jul 2018 - Sep 2018

- * Eduated customers about Clover's role in the local food movement
- * Prepared and served fare

SKILLS

Sketch
InVision
Microsoft Office
Adobe Creative Suite
AutoCAD
C++

Techical writing
Data visualization
Iconography
Market analysis
Information architecture
Rapid prototyping
User research