

# Lydia Heely

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## PROFESSIONAL SUMMARY

Creative and self-motivated human factors specialist with a strong interest in human centered design, branding, and wellness. Organized, detail-oriented, and experienced in a variety of user research and testing methods. Passionate about using empathy to guide the design process. Seeking to gain a deeper experience of the direct-to-consumer product life cycle.

## SKILLS

- Sketch
- Figma
- Adobe Creative Suite
- Rapid prototyping
- Competitive analysis
- Usertesting.com

## EXPERIENCE

### Data & Deliverables Assistant (contract)

Jan 2022 - Current

Environmental Strategies & Management

- Creates marketing materials that showcase the company's experience and values
- Revises requests for proposal to appeal to stakeholders of various backgrounds

### Web Designer/Developer (contract)

Jan - Apr 2021

Human Care Systems

- Researched, designed and proposed a new company website with original illustrations, infographics, and copy to market the company's services under a cohesive brand identity
- Generated multiple sales conversations through a marketing campaign on HubSpot

### Senior Capstone Project

2020

Tufts University

- Prototyped 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

### Junior Design Project

2019

Tufts University & Design Science

- Researched, designed, built, and tested a prototype of a smart asthma inhaler and companion app for teenagers
- Presented the process to stakeholders at Design Science

## EDUCATION

### Engineering Psychology, B.S.

May 2020

Tufts University

- Critical thinking, research, and design skills in product development
- Earned a 3.79 GPA
- Competed as a varsity scorer for the women's cross country team

*Relevant courses: User Interface Design, Human Factors in Product Design, Technical Writing & Data Visualization for Engineers*