

Aidan Hudson-Lapore

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I'm a behavior change designer looking to apply my skills to create evidence-based systems and services that advance the greater good.

Education

Brown|RISD Dual-Degree Program

2012–2017 | Providence, RI

- **Rhode Island School of Design (RISD)**, B.F.A. Industrial Design, *with Honors*
- **Brown University**, B.A. Cognitive Science, *Magna Cum Laude*

Skills

Research

- Qualitative research design, facilitation, and analysis, including workshops, user interviews, observational research, and focus groups
- Scientific literature review and behavioral analysis, including barriers, facilitators, and theories of change
- Synthesizing information across sources

Concept

- Design and systems thinking
- Translate research findings and behavior change techniques to testable concepts
- Collaboration and communication across disciplines
- Rapid ideation, prototyping, and refinement
- Concept communication and presentation

Execution

- Written, visual, and verbal presentation
- Visual design with Adobe Illustrator, InDesign, and Photoshop
- Wireframes with Sketch
- Video editing with Adobe Premier

Experience

Mad*Pow

Behavior Change Designer 2018–Present | Boston, MA
Designing digital health and financial wellbeing interventions based in behavioral science principles, published empirical evidence, and human-centered design processes.

Mad*Pow

Behavior Change Design Intern 2017 | Boston, MA
Assisted behavior change team with literature reviews, workshop facilitation, design recommendations, and findings presentations for clients in healthcare.

Mayo Clinic Center for Innovation

Service Design Intern 2016 | Rochester, MN
Developed and implemented a research plan to find ways to improve the cancer patient education experience. Reviewed prior project outcomes and patient education literature, conducted observational research and interviews with patients and staff, and synthesized findings to deliver to Mayo Clinic leadership.

Speaking & Workshops

Health Experience Design Conference 2018, 2019

Boston, MA

Co-facilitator: Designing and Measuring Engagement with Digital Behavior Change Interventions
with Dustin DiTommaso

General Assembly 2018, 2019 | Boston, MA

Guest lecture: Behavior Change Design Primer

Action Design Boston 2018 | Boston, MA

Lecture: Let's Review: Incorporating Scientific Evidence into the Design Process

RISD Career Center, RISD Center for Institutional Engagement, and Johnson & Johnson 2018 | New York, NY

Panelist: Designing for Health and Wellness