

Aidan Hudson-Lapore

I help design evidence-based, human-centered services that advance the greater good.

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Experience

Mad*Pow Behavior Change Designer 2018–Present | Boston, MA

- Conduct rapid literature reviews to identify barriers, facilitators, and prior interventions for behavior change.
- Interview target audience and stakeholders to understand their needs and motivations.
- Synthesize and present research findings to project and client teams.
- Prototype concepts and collaborate with visual designers to ensure research and behavior change insights are translated to final visual design and content.
- Co-facilitate behavior change design trainings for internal team, client teams, and conferences.
- Assist with project planning and management.
- Researched and presented recommendations for improving diversity and inclusion at Mad*Pow's Health Experience Design conference, resulting in the switch to a call for proposals model.

Mad*Pow Behavior Change Design Intern 2017 | Boston, MA

- Assisted behavior change team with literature reviews, workshops, design recommendations, and presentations.

Mayo Clinic Center for Innovation Service Design Intern

2016 | Rochester, MN

- Developed and implemented a research plan to improve the cancer patient education experience, including patient interviews, provider shadowing, and observations in the cancer patient education center.

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

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

- Primary and secondary research planning, execution, and analysis, including interviews, observation, focus groups, and competitive analysis
- Workshop design and facilitation
- Scientific literature review and behavioral analysis, including barriers, facilitators, and theories of change

Concept

- Translate research findings and behavior change techniques to testable concepts
- 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

Personal

- Adaptable and comfortable with ambiguity
- Collaborative and eager to work with interdisciplinary teams
- Able to balance multiple projects and work independently when needed