

# Aidan Hudson-Lapore

I use evidence-based, human-centered design to serve people and planet.

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## Professional experience

### Freelance Behavior Change Designer

2019-present | Boston, MA

I partner with non-profits, governments, social businesses, and academic researchers to create systems, services, and interventions that support sustainable behavior change.

### Mad\*Pow Behavior Change Designer

2018–2019 | Boston, MA

Designed digital behavior change interventions to improve health and financial wellbeing. Core responsibilities included literature reviews and user interviews to identify barriers and facilitators to behavior change, synthesizing and presenting findings to client and internal teams, designing preliminary intervention concepts, and working with the UX and visual design teams to incorporate findings into the final design.

Additionally, I co-facilitated behavior change design trainings for clients and at conferences. Presented recommendations for diversity and inclusion in Mad\*Pow's hiring process and Health Experience Design conference, resulting in a shift to using position rubrics and a call for proposals model.

### Mad\*Pow Behavior Change Design Intern

2017 | Boston, MA

Assisted the 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, observation, and provider shadowing.

## Speaking & workshops

### Designing and Measuring Engagement with Digital Behavior Change Interventions with *Dustin DiTommaso*

Workshop at Health Experience Design Conference  
2018, 2019 | Boston, MA

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

Lecture for Action Design Boston 2018 | Boston, MA

### Behavior Change Design Primer

Guest lecture at General Assembly 2018, 2019 | Boston, MA

## 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

- Behavior change analysis to identify barriers, facilitators, theories of change, and evidence on existing interventions
- Design research planning, execution, and analysis, including interviews, observation, and competitive analysis
- Workshop design and facilitation

### Concept

- Synthesize research findings and behavior change techniques to develop strategies and testable concepts
- Concept communication and presentation, including wireframes, system mapping, user journeys, and physical prototypes

### Execution

- Written, visual, and verbal presentation
- Visual design with Adobe Illustrator, InDesign, and Photoshop
- User experience design 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