

Aidan Hudson-Lapore

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

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Professional experience

Design Associate Fellow, The Office of Evaluation Sciences within the U.S. General Services Administration

01/21–present | Washington, D.C. (remote)

Helping embed qualitative and human-centered design approaches in OES methods, including design research, behavioral mapping, and intervention design.

Associate Service Designer, The Policy Lab

09/20–12/21 | Providence, RI (remote)

Supported customer experience research to optimize the COVID-19 testing experience in Rhode Island. Currently detailed to the Office of Evaluation Sciences within the U.S. General Services Administration as a Design Associate Fellow.

Design Strategist, See Change Institute

03/20–present | Venice, CA (remote)

Collaborated with a team of psychologists and evaluators to address challenges in energy and sustainability through design research, strategy, and visual communication.

Freelance Behavior Change Designer

10/19–03/20 | Boston, MA

Supported social businesses with strategy and design services.

Behavior Change Designer, Mad*Pow

01/18–10/19 | 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.

Behavior Change Design Intern, Mad*Pow

10/17–12/17 | Boston, MA

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

Mayo Clinic Center for Innovation Service Design Intern

06/16–08/16 | Rochester, MN

Developed and implemented a research plan to improve the cancer patient education experience, including patient interviews, observation, and provider shadowing.

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
- Qualitative design research planning, execution, and analysis, including interviews, focus groups, observation, and competitive analysis
- Workshop design and facilitation

Concept

- Synthesize research findings and apply behavioral science principles to develop strategies and testable concepts
- Concept communication and presentation, including strategy guides, wireframes, system maps, 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
- Highly collaborative and relishes working in interdisciplinary teams
- Strong organizational and prioritization skills
- Able to balance multiple projects and work independently when needed