Aidan Hudson-Lapore

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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

Behavior Change Design

- Behavioral analysis to identify barriers and facilitators to target behaviors and effective behavior change strategies, with an emphasis on COM–B analysis

- Develop and communicate theories of change for intervention design

- Mixed-method evaluation design to test effects of behavior change interventions

Service Design

- User centered design research, including contextual observation, 1:1 and intercept interviews, and concept testing

- Workshop design and facilitation

- Visually communicate research findings, including process mapping, user journeys, and presentations

- Ideation, physical prototyping, and experience design

User Experience (UX) Design

- Digital prototyping, including user flows, wireframes, and clickable prototypes

- Usability testing

Tools

- Interface design in Adobe XD and Sketch

- Facilitation in Miro, Mural, and FigJam

- Visual communication in Adobe Illustrator, InDesign, Google Slides, and Microsoft PowerPoint

- Survey design in Qualtrics and Google Forms

Experience

The Policy Lab at Brown University | Providence, RI

Service & Intervention Designer, Jan. 2022–Dec. 2022

- Led the Lab's service design projects, including user research, synthesis, and digital and physical prototyping.

- Led user research and design for a platform to connect academic researchers with public-sector research projects. Collaborated with our software engineering team to launch the platform in North Carolina and San Antonio and update it based on user feedback.

Associate Service Designer, Sep. 2020–Dec. 2021

- Partnered with the RI Department of Health to organize and conduct customer experience research to support residents' Covid-19 test site experience.

- Advised on integrating user-centered design practices into multi-method research and evaluation projects.

Office of Evaluation Sciences within the U.S. General Services Administration | Washington, DC (remote)

Academic Affiliate, Jan. 2022–Dec. 2022

- Supported evaluation and evidence-building for a range of initiatives within the General Services Administration.

- Strengthened the user-centered design practice at OES by developing design guidance and documentation, introducing design methods to the team, and identifying collaboration opportunities with design-led teams within GSA.

Design Associate Fellow, Jan. 2021-Dec. 2021

- Led development of evaluation strategies for the National Oceanic and Atmospheric Administration's response to the Executive Order on Advancing Racial Equity and Support for Underserved Communities Through the Federal Government.

- Created process maps to inform scoping and design of multiple evaluations.

- Co-developed behavioral mapping and discovery guidance for the OES team with the Methods Lead and 2020 Design Fellow.

See Change Institute | Venice, CA (remote)

Design Strategist, Mar. 2020–Dec. 2020

- Collaborated with behavioral scientists and program evaluators on a range of projects in energy and social justice, including training materials, grant proposals, and presentations.

Mad*Pow | Boston, MA

Behavior Change Designer, Jan. 2018–Oct. 2019

- Conducted literature reviews and user research to identify barriers, facilitators, and evidence on effective strategies for behavior change.

- Developed testable prototypes for multiple digital behavior change interventions to support health and financial wellbeing.

- Co-developed and facilitated behavior change workshops and trainings for conferences and clients.