

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

Service Design and Strategy

- Synthesize and present research findings to stakeholders and team members through key insights, process maps, user journeys, scenarios, and concept design
- Ideate and prototype physical and digital experiences
- Facilitate workshops, design thinking exercises, trainings, and design critiques

User Experience (UX) Design

- Plan and execute user and discovery research, including touchpoint mapping, contextual observation, 1:1 and intercept interviews, and user testing
- Prototype digital experiences, including user flows, wireframes, and interactive prototypes at mid and high fidelity
- Usability testing and analysis, including accessibility compliance

Behavior Change Design

- Develop and communicate theories of change for intervention design
- Behavioral analysis to identify barriers and facilitators to behavior change
- Multi-method evaluation design to test effects of interventions

Tools

- Interface design in Adobe XD and Sketch
- Remote facilitation in Miro and FigJam
- Visual communication and presentation design in Adobe Illustrator, InDesign, Google Slides, and Microsoft PowerPoint

Experience

PPL Electric Utilities | Providence, RI (remote)

Senior Service Designer, Mar. 2022–Present

- Leading service design projects for Rhode Island Energy's Distributed Generation and Energy Efficiency programs.

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

Academic Affiliate, Jan. Feb. 2022–Dec. 2022

- Consulted with cross-functional team and senior agency stakeholders to support 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 new methods, and identifying collaboration opportunities with human-centered design teams within GSA.

Design Associate Fellow, Jan. 2021–Dec. 2021

- Led a team of academic researchers, and design strategists to develop 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 and user journeys 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.

The Policy Lab at Brown University | Providence, RI

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

- Led user research and design for a platform to connect academic researchers with project opportunities in local government. Coordinated with our software engineering team to launch the platform in North Carolina and San Antonio.

Associate Service Designer, Sep. 2020–Dec. 2021

- Partnered with the RI Department of Health to organize and conduct customer experience research for Covid-19 test sites.

See Change Institute | Venice, CA (remote)

Design Strategist, Mar. 2020–Dec. 2020

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

Mad*Pow | Boston, MA

Behavior Change Designer, Jan. 2018–Oct. 2019

- Developed early-stage concepts and testable prototypes for mobile and web apps to support health and financial wellbeing.
- Conducted literature reviews and user research to identify barriers, facilitators, and strategies for behavior change.
- Co-developed and facilitated behavior change workshops and trainings for conferences and client teams.