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## EDUCATION

### **Stanford University** | **Stanford, CA** **MS in ME, Product Design** June 2011

Stanford's human-centered design program combined my interests in Mech. Engineering, Human Factors and Anthropology, enabling me to address problems with a combination of ethnographic needfinding, high-level framework synthesis and rapid prototyping.

### **Massachusetts Institute of Technology (MIT)** | **Cambridge, MA** **SB in ME, Anthropology Minor** GPA 4.9/5.0 June 2008

Followed self-designed Product Development course combining technical classes like thermodynamics, kinematics and Engineering Human Factors with an Anthropology minor.

## CURRENT ROLE

### **Designer in Residence** | **Palo Alto, CA** **Palo Alto Investors (PAI)** July 2011 - Current

- Perform ethnographic research, both internally for PAI and externally for portfolio companies, and make recommendations based on insights. Past projects include observations in a hospital waiting room that caters to uninsured clientele and website design suggestions for a CRM company in the fitness space.
- Assist with identity, strategy and branding for internal firm projects ranging from health supplements to game design.
- Listen to company pitches and perform assessments on viability and market need from a design perspective.
- Maintain relationships with other designers working in the health and wellness field.

## PRODUCT DESIGN

### **Mechanical Engineering Intern** | **Palo Alto, CA** **IDEO** June 2010 - September 2010

- Conducted interviews and synthesized feedback from users; incorporated results into design solutions and iterations.
- Solid modeled, animated, sketched and built product concepts, including working full-sized model of a videoconferencing space.
- Contributed to consumer products, experience design, iPhone app, water filtration and toy projects.

### **Product Design Intern** | **Cupertino, CA** **Apple, Inc.** June - Aug. 2007; Aug. - Dec. 2008; April - July 2009

- Team leader during early-stage design of a new iMac.
- One of five interns out of 100+ in Apple Hardware selected to present work to Hardware VP Bob Mansfield.
- Designed test instrumentation and procedures for calibrating iMac hinges at assembly sites, installed on vendor production lines in China.

### **Product Designer** | **Cambridge, MA** **MIT Media Lab under John Maeda** October 2004 - May 2007

- Designed a system to create online communities based on recipe sharing. Carried out user testing and data analysis to determine feasibility of idea. Presented results to companies in Tokyo and LA.
- Prototyped user interfaces for electronic books incorporating flexible LCD displays
- Spearheaded project with AARP to create a clock that is accessible to mature users. Completed needfinding and prototyping phases.

## UX EXPERIENCE

**Percolater | Palo Alto, CA**  
**percolater.com** October 2010 - May 2011

- Led UX testing and design for iPad news reader app that was featured in the App Store
- Finalist in Stanford BASES Cool Product Expo, May 2011
- Invited to present at Apple's iOS Developer Showcase, March 2011

**Notely | Palo Alto, CA**  
**notelyapp.com** January - March 2011

- Led user testing, created logo and branding for this iPhone application allowing users to anonymously post stories in any location.
- Top 4 Finalist out of 15 class projects
- Invited to present at Apple's iOS Developer Showcase, March 2011

## LEADERSHIP & TEACHING

**Teaching Assistant | Stanford, CA**  
**History and Philosophy of Design with Design Historian Barry Katz** Spring 2011

Lectured on history of industrial design to a class of 60 students and led section discussions with groups of undergraduates, guiding them through research projects on the history of an object and its cultural relevance.

**Teaching Assistant | Stanford, CA**  
**Designing the Authentic Life** Fall 2010

Guided 9 undergraduates through finding their calling in life using Design Thinking methods to examine their passions and interests.

**System Integrator | Cambridge, MA**  
**Product Engineering Process** Fall 2007

Co-led an 18-person team through the brainstorming, mock-up and alpha prototype stages of a machine for extracting oil from used car oil filters in order to reduce the environmental impact of filter disposal.

## SKILLS & INTERESTS

- Adobe Illustrator, Photoshop, InDesign and Premier Pro
- Strong machine shop and prototyping skills: know Unigraphics, SolidWorks, Mastercam, Matlab, Scheme, basic Python, Arduino
- Public speaking and client interactions (seriously!)
- French proficiency
- Love biking, river rafting, robots and getting my hands dirty in the machine shop

## HONORS & AWARDS

- Invited to moderate at 500 Startups Women in Design event, Fall 2011
- Received a \$15,000 grant from Stanford Institute for Creativity and the Arts (SiCa) for Eames Design exhibition, Spring 2011
- Stanford Mechanical Eng. Graduate Fellowship: Sequoia Capital Fellow
- MIT 2.007 Competition, robot in top 10% of 160 participants
- Member of Pi Tau Sigma and Tau Beta Pi engineering honors societies