

Beth Lester

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Summary

I am a self-motivated human-centered researcher and strategist, dedicated to changing people's lives through meaningful strategies and solutions.

Relevant Skills

Design Research

Contextual Observation
Contextual Interviews
Remote Interviews
Interactive Activities
Prototype Testing
Framework Creation
Insight Generation
Persona Development
Storyboard Creation
Service Blueprint Creation

Engineering

Sketching
Physical Prototyping

Language

Semi-fluent Spanish

Software

Figma
Adobe Creative Suite

Education

Northwestern University

December 2018
M.S. Engineering Design
and Innovation

Elon University

May 2017
B.A. Independent Major
Art & Engineering
Magna Cum Laude
Phi Beta Kappa

Interests

- Hiked over 1000 consecutive miles of the Appalachian Trail
- Pottery and rock climber
- Currently reading short stories about resilient children

Work Experience

UX Researcher | November 2019 - Present

Bold Insight | Chicago, IL

- Conduct over 75 hours of live research sessions and impact tactics for over 25 distinct projects
- Facilitate and partner with a wide range of clients on exploratory projects and usability studies
- Recommend brand, service, and product strategy decision based on insights from qualitative and quantitative data

Innovation Fellow | June - September 2018

US Department of Health and Human Services | Washington, DC

- Led our team and clients through portions of design research, ideation, and prototype testing
- Overcame systemic apprehension towards the use of human-centered design methodologies through cocreation sessions and compelling storytelling to communicate insights
- Provided clients with a strategic guide detailing key activities of a proposed office and recommended qualities of a prospective leadership team

Project Experience

Optimizing Airway Treatments in Pediatric Cystic Fibrosis Patients | Spring - Fall 2018

Master's Thesis | Northwestern University

- Conducted observations, interactive exercises, and interviews with patients, their parents, and providers to understand the Cystic Fibrosis journey and relevant medical information
- Created, prototyped and tested concepts at varying levels of fidelity with all stakeholder groups to establish desirability for patients and families, as well as medical and technical feasibility
- Designed a smart nebulizer to gamify the treatment experience for children as a means of improving patient adherence and treatment outcomes
- Conceptualized an experience connecting the nebulizer, a video-game plug-in for existing systems, a phone app for parents, and electronic health record data for practitioners

Expanding Robot Vacuum Capabilities with iRobot | Spring 2018

Strategy Studio | Northwestern University | Under NDA

- Conducted contextual interviews and observations with robot vacuum users and users in analogous markets, including home-owners and users of other IoT devices
- Integrated core insights concerning cleaning and home-care with knowledge of existing technological capabilities
- Leveraged the mobility of robot vacuums as compared to other IoT devices as a strategic starting point to disrupt the market by expanding technological applications
- Developed a multi-tiered, five-year, strategic plan to expand iRobot's presence in the IoT marketplace

Rethinking Food Insecurity with Feeding America | Winter 2018

Service Design Studio | Northwestern University

- Explored relationships between pain-points experienced by different stakeholder groups to understand systemic inefficiencies
- Designed a single-point entry system for all stakeholder groups to simplify and improve interactions between food suppliers, agencies, volunteers, and recipients

Improving the NICU Experience with Procter and Gamble | Fall 2017

Human Centered Product Design Studio | Northwestern University | Under NDA

- Led development of discussion and prototype testing guides
- Devised strategies to emulate the NICU environment during research as a means of navigating constraints due to HIPPA regulations and participant availability
- Developed a solution to meet medical, practical, and emotional needs of all stakeholders