mindy eng

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EDUCATION

Delft University of Technology 2010 - 2013   delft, the netherlands
INTEGRATED PRODUCT DESIGN, Master of Science

Cognitive Ergonomics	Localization in Design	Emotive Design
Interactive Technologies	Behavioral Design	Participatory Design
Design Research Methods	Internationalization in Design	Multi-Sensory Design

Massachusetts Institute of Technology 2006 - 2010   cambridge, MA
MECHANICAL ENGINEERING, Bachelor of Science

Product Development & Eng.	Quantitative Analysis	Usability Analysis
Design & Manufacturing	Java Programming	Design for Play

Rhode Island School of Design Summer 2009   providence, RI
GREEN MATERIALS & DESIGN, Summer Curriculum

Life Cycle Analysis	Strategies for Sustainability	Commercial Green Materials

UX RESEARCH & DESIGN

UX RESEARCH MANAGER October 2018 - Present   brooklyn, NY
Key Lime Interactive, UX & Design Research Agency

- ▶ crafted personalized professional development **programs to support growth** of on-staff researchers
- ▶ directed large-scale design **research expo** to better position the company within the design thinking community
- ▶ spearheaded initiatives to forge external partnerships and rally internal team to work together in **driving company growth**
- ▶ developed proposals for engagements blending design, research, and strategy in generating new business intelligence

UX & DESIGN RESEARCHER August 2017 - October 2018   brooklyn, NY
Key Lime Interactive, UX & Design Research Agency

- ▶ conducted design research with vulnerable populations around the world to stress test new social-good tech products
- ▶ organized **unprecedented research initiatives** bringing together journalists, activists, and digital security trainers to work with engineers on some of the world's biggest digital security problems
- ▶ **designed training materials** for engineers going on international research expeditions
- ▶ led foundational and tactical UX research initiatives onsite alongside product design teams to **steer product** development
- ▶ generated interactive resources and user-friendly assets to make design research insights **more accessible** to within and across client product teams
- ▶ previous clients: Google / Jigsaw, CNET, Bose, Harley-Davison

USER EXPERIENCE CONSULTANT / Founder April 2016 - Present   new york, NY
Arkanos, User Experience Consultancy for Small & Emerging Businesses

- ▶ executed and planned **strategic discovery** phase engagements alongside partner agency utilizing diverse research methods to uncover tacit user insight and reinforce data-driven redesign initiatives
- ▶ converted research findings into **actionable insights**, design recommendations, and product roadmaps for each client
- ▶ clients across high-end fitness, mobile make-up e-commerce, health information security, global economic development

PROGRAM MANAGER / Strategy & Delivery   Oct 2013 - April 2016   new york, NY
Photon Interactive, Cloud-to-Cloud Computing Experts

- part of the core digital **strategy and innovation** team at Photon Interactive interfacing directly with top-tier executives about product development in the digital space; converting conversations into long-term **strategic engagements**
- worked closely with **Fortune 100 business teams** to execute research uncovering deficiencies in customer and employee workflows that called for new solutions in digital innovation
- managed onsite creative team & offshore development team in **delivering B2C products** on-brand, on-time, and on-budget
- conducted **data-driven design** consultations when taking role of lead data scientist and digital strategist for several web analytics, SEO, mobile, and creative strategy engagements for high-profile clients
- **designing new application concepts** and interactions with digital technologies when taking role or creative technologist that would promote greater conversion, productivity, and consumer engagement
- previous clients: Petco, Credit Suisse, Esteé Lauder, L'Oreal, Neiman Marcus, EpiPen, Pepperidge Farm, Coppertone, McAfee

INTERACTION DESIGNER   Oct 2011 - May 2012   delft, the netherlands
Thales Nederland / D-CIS Labs (Thales-Raytheon Systems) - Human Factors Division

- led research-driven design effort in improving **usability, human factors,** and user response time/confidence of large multi-touch tables for **military defense**
- worked closely with cognitive researchers, military specialists, and software developers in bring evidence-backed agile design improvements to the **high-risk** touch table interface

EXPERIENCE DESIGN PROJECT MANAGER July 2011 - March 2012   amsterdam, the netherlands
KLM Royal Dutch Airlines, Business Innovation Division

- led multi-national design team in KLM's **product-service rebranding effort** for integration into the Chinese commercial flights market
- conducted **bilingual** qualitative and quantitive research studies that exposed tacit cultural biases, travel preferences, and interaction attributes that affected the local consumer's perception of product-service quality
- new **insight-inspired redesign** of the in-flight experience for KLM's Euro-Asia long haul flights received praise across all executive divisions of KLM

CONCEPT DEVELOPMENT ENGINEER January 2010   cambridge, MA
Small Design Firm, Interactive Interfaces Design Studio

- conceptualized & drafted winning RFP pitch with screen-by-screen storyboard for a hands-on museum exhibition **blending both physical and digital elements into a single interactive experience** to teach visitors about DNA barcoding
- conducted research on RFID and capacitive sensing technology for use with modified off-the-shelf products that were used to **simulate the experience** of working at a chemical lab bench for museum visitors

INSTALLATIONS DESIGN ENGINEER January 2009   new york, NY
Potion Design, Interactive Exhibitions Design Studio

- drafted and built custom installation pieces showcasing company's multimedia designs and **interactive projections**
- launched Potion's in-house fabrication lab while serving as a **lead hardware designer**

TEACHING + SERVICE

CHIEF DIGITAL ADVISOR, Astarté Cosmetics, e-commerce start-up 2016 - Present

CONFERENCE SPEAKER, Digital Transformation Panel w/ Beryl Consulting Group, 2018

CONFERENCE SPEAKER, ReCon UXR Conference, 2018

ADMISSIONS INTERVIEWER, MIT Education Council, 2015 - Present

INTERNATIONAL ASSIMILATION MENTOR, TU Delft Industrial Design 2011 - 2013

TOY PRODUCT DESIGN COACH, MIT Toy Lab 2008 - 2010

RECITATION INSTRUCTOR, Massachusetts Institute of Technology 2008 - 2010

AWARDS

UX RESEARCH	Google User Experience Research Award (2018)
DESIGN & TECHNOLOGY	Masters Design Thesis awarded distinctive 9 out of 10 (2013) American Scholarship Winner for TU Delft Industrial Design (2010 - 2012) Walt Disney Imaginations Competition Semi-Finalist (2009)
SERVICE	Peter & Sharon Fierkowsky Award for Contributions to the Educational Communities at MIT (2008)
ARTS	Parsons School of Design Arts Scholarship (2003)
ENGINEERING	Pi Tau Sigma International Mechanical Engineering Honor Society (2009 - PRESENT)

SKILLS

SOFTWARE	Adobe InDesign InVision App Adobe Fireworks	Adobe Illustrator Keynote / Powerpoint Adobe Photoshop	Axure Balsamiq Moqups	◄ DESIGN
	Google Analytics Tealium Trint	Excel NetQ Mechanical Turk	Qualtrics UserZoom dScout	◄ RESEARCH
LANGUAGES	Java | Processing | HTML | Bootstrap			◄ PROGRAMMING
	English | Dutch | Cantonese | Mandarin			◄ TONGUES

PROFESSIONAL

Promoted for leadership roles managing teams after single year of employment at two companies; demonstrated track record of **ability to motivate**, foster, and steer teams to deliver against **tactical and strategic** objectives.

Experience crafting and executing new **research programs**, conducting **user research**, field work, interviews, **usability** studies, creative sessions (e.g. brainstorming, co-creative ideation, mindmapping), focus groups, crowdsourcing surveys, cultural research, data analysis (both quantitative and qualitative), **data visualization**, user testing, user-centered design (e.g. personas, storyboards, journey maps, touchpoints); brand service design, and strategic design techniques (e.g. **brand strategy**, digital strategy, 5-year plans, , **omni-channel design roadmaps**)

Extensive familiarity working with **marketing teams**, executive directors, brand teams, IT teams, engineers, designers, and **scientific researchers**; under either **rapidly changing** or vague design specifications; in multinational interdisciplinary team environments; and on projects at the intersection of **design. technology, and strategy**