

# Sydney Bernstein

Researcher, Designer, Strategist

I thrive **being comfortable with the uncomfortable**. I look to uncover the **logic buried within the mess**.

## Education

### Northwestern University

MS Engineering Design Innovation  
2020 - 2022

BS Biomedical Engineering  
2016 - 2020

## Abilities

### Anthropologist

Avid people watcher with talent in generating insights from the surrounding environment

### Cross Pollinator

Excels at pattern discovery and sense-making; enthusiastic jigsaw and crossword puzzle solver

### Empathetic Storyteller

Strong communication skills; adept at translating user observations into compelling designer stories

### Inclusive Ideator

Vibrant brainstormer; enjoys thinking abstractly and searching for solutions that encapsulate the needs of all users

### Strong Initiative

A people person with a bias towards action; naturally builds collaborative environments; background and passion for team sports

## Contact

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## Experience

### IA Collaborative

Research & Design Strategist, May 2022 - Present

#### Role

Anchors multidisciplinary teams in human-centered research, developing actionable insights and frameworks for a variety of industries

#### Accomplishment

Spearheaded the design and facilitation of field research for a major New York health system to position them as a frontrunner in delivering patient-centered care

#### Outcome

Created a strategy for a nation's leading paint manufacturer to generate increased revenue and spec'

### iRobot

Design Strategy Graduate Studio Project, Fall 2021

#### Research

Identified the advantages and disadvantages of coworking between robots and humans, development understanding of relationship between children and technology

#### Synthesis

Framed new business opportunity that laddered up to the organization's mission and future-state

#### Design

Designed a concept system with multiple touchpoints that leverages current capabilities with strategic partnerships that enable a new, disruptive business model

### Johnson & Johnson Design Studio

Insights and Experience Strategy Intern, June 2021 - August 2021

#### Role

Collaborated in a team environment to develop and advance brand and corporate strategies

#### Accomplishment

Facilitated a workshop for Janssen to uncover key behaviors, insights, and patterns

#### Outcome

Created an omnichannel digital strategist to increase ingredient transparency for the Neutrogena Brand

### Northwestern Memorial Hospital

Service Design Graduate Studio Project, Spring 2021

#### Research

Analyzed the current education program through interviews and research stimuli to identify opportunity areas

#### Synthesis

Constructed a service blueprint to illustrate areas for opportunity and redesign the entire experience

#### Design

Prototyped new education materials for the CAR T-cell team to incorporate into their outpatient education program