

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

EDUCATION

Northwestern University

M.S. Engineering Design Innovation
2020 - 2022

B.S. 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 design stories

Inclusive Ideator

Vibrant brainstormer; enjoys thinking abstractly and searching for solutions that encapture 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

www.sydney-bernstein.com

sbernstein12298@gmail.com

914.450.1481

EXPERIENCE

iRobot

Design Strategy Graduate Studio Project | Fall 2021

Research

Identified the advantages and disadvantages of coworking between robots and humans, developed 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 strategy 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 within the entire experience

Design

Prototyped new educational materials for the CAR T-cell team to incorporate with their outpatient education

MURAL

Product Management Graduate Studio Project | Spring 2021

Research

Orchestrated interviews with company executives to understand the current product state

Synthesis

Utilized a design sprint to promote team alignment and rapid prototyping of research-driven solutions

Design

Produced a product roadmap that connected our detailed design with agile delivery

Procter & Gamble

Product Design Graduate Studio Project | Fall 2020

Research

Designed and conducted ethnographic interviews to understand user painpoints

Synthesis

Developed actionable insights for framing and ideation based on user observations, visualized the user experience through journey-mapping and persona creation

Design

Created a hybrid delivery platform built upon human-center needs identified through original research