

Lulu McRoberts

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Education

University of Washington

BDes in Industrial Design

Class of 2020

Awards & Certifications

GRAY Design Awards Winner

PREPI

2019

- Created an smaller epinephrine autoinjector with connected emergency services.

Student Pilot Certificate

2018

UW Maker Summit Winner

Taurus

2017

- Developed a working prototype of light integrated bike handlebars.

Skills

POV presentations

Competitive analysis

Trend analysis

Storytelling

Facilitating workshops

Journey mapping

Research synthesis

User intercepts

Experience & Clubs

Indigo Slate

Creative Strategist

Bellevue | Feb. 2021 - present

- Crafted point of view presentations for executives, designed and led innovation workshops, and developed trend reports for Fortune 500 companies such as Microsoft, Porsche, Rolls Royce, Daimler, Renault, the NHS, Vanguard, and more.
- Currently leading a sustainable innovation business simulator experiment to drive a sustainable thought-leadership presence and attract new business opportunities for Indigo Slate.
- Created an improved user experience for a car insurance company's quote flow process through heuristic audits, competitive analysis, prototyping, and designing/ conducting user interviews and usability tests.

Wibotic

UX Designer

Seattle | Sept. 2020 - Jan. 2021

- Developed and ran a Beta testing program for a new robotic fleet energy management software, including leading internal strategy workshops, and performing customer interviews. This uncovered valuable insights that led to improvements in the software.
- Designed a new website from the ground up. I utilized skills in branding strategy, information architecture, copy writing, and graphic design. After implementation, time to sale and sales team call frequency for repetitive questions decreased.
- Created a product installation tutorial video playlist to help customers set up their system more effectively. This helped lower call frequency to our sales team for installation help.

Washington Hyperloop Club

Design Lead

Seattle | Dec. 2018- Jun. 2020

- Pivoted the design goals of the team during the pandemic and partnered with TEAGUE to create an evocative story about an end-to-end Hyperloop passenger experience.
- Lead a team to create a strong sense of brand through ID, UX, and graphic design, which helped the team attract sponsors.
- Collaborated with engineers by designing and fabricating the carbon fiber shell for the team's racing pod, which was displayed at the annual SpaceX competition.

Starbucks

Industrial Design Intern

Seattle | Jun. 2019 - Sept. 2019

- Engaged in in-depth interviews, in-context observations, card sorting exercises, and prototyping. Synthesizing these observations, I informed solutions to cross-functional teams working on improving the customer ordering experience.

UWashington Formula Motorsports Club

PR + E-train Team

Seattle | Dec. 2015- Mar. 2016

- Attracted 400+ followers in 2.5 months overseeing the team's Instagram account.
- Engaged in high-level organization of major electrical components in the E-car by creating pathways for bus bars in the top box of the accumulator.