



www.laurenconnellwhitney.com
laurenconnellwhitney@gmail.com
438-889-3776

About Me

I am a designer and researcher who believes that asking the right questions and consistent, informed iteration are the keys to great creation. I am experienced in branding, design and social innovation. Most recently, I have collaborated on several research projects with a focus on structural change in education and entrepreneurial culture. Above all, I value innovation that creates opportunity and equity for all.

Education

OCAD University

Toronto, Ontario
2020 Master of Design, Digital Futures

Parsons School of Design

New York, New York
2008 Bachelor of Fine Arts, Photography

Skills

Brand Identity
HTML/CSS
Adobe Creative Suite
UX/UI
Qualitative Research
Workshop Facilitation
Project Management
Photography
Screenprinting Textiles & Paper
Virtual Reality
Creative Technology

Work Experience

Product Designer

Normative - December 2021 to June 2022

- + Lead and designed value proposition and brand strategy for a large pharmaceuticals company.
- + Workshop design and facilitation to understand the needs and challenges of internal stakeholders in pharma manufacturing.
- + Created and conducted interviews with industry experts.

Researcher on The Fifth Wave Initiative

Super Ordinary Lab - April 2020 to present

- + Created a base interview protocol and data gathering system that is being used to understand the growth of the five cohort projected timeline of The Fifth Wave, Canada's first feminist entrepreneurship incubator.
- + Conducted individual and group interviews with four cohorts.
- + Gathered and analyzed facilitated group dialogue and individual interviews to understand how a feminist incubator might better support entrepreneurship and growth with a values-based mindset.

Researcher on The Pandemic Effect

Super Ordinary Lab - August 2020 to February 2021

- + Analyzed quantitative data gathered from a sample of business owners in Southern Ontario to understand the emerging trends and drivers as the COVID-19 pandemic progressed.
- + Co-designed and facilitated two workshops with small business owners to create future forward strategies for entrepreneurs.
- + Designed a set of STEEP+V game cards intended for use in ideating solutions for the many complex issues that are facing entrepreneurs in this pandemic.

Research & Design Consultant on EFECT

McMaster University - February 2019 to present

- + Lead designer for a 150+ page workbook and website of a multi-year research project that created an anti-oppression, feminist, digital media literacy curriculum for high school students and teen support programs.
- + Structuring timelines and project scoping for the work with a team based across Canada.

Graphic Design & Art Direction

African Bronze Honey - 2015 to 2017

- + Worked as part of a small team in this start-up through very high growth period of a B Corp social enterprise. Developed the company's brand image, identity, website and product line.
- + Additionally, set up a sales funnel to identify, generate, and develop sales through B2B and B2C channels.