

SYDNEY BERNSTEIN

DESIGNER | ENGINEER | RESEARCHER

I strive to become **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

SKILLS

Design

Synthesis and framework creation
Ethnographic research
Visual communication
Competitive analysis
Secondary research
Storytelling

Engineering

Product requirements development
Recording and organizing data
Data analytics and statistics
Experiment design
Execution

Technical

Adobe InDesign
Solidworks
MURAL
MatLab
Figma

CONTACT

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EXPERIENCE

Johnson & Johnson Design Studio

Insights and Experience Strategy Intern | June 2021 – August 2021

- Collaborated in a team environment to develop and advance brand and corporate strategies
- Facilitated a workshop for Janssen to uncover key behaviors, insights, and patterns
- Pitched an omnichannel digital strategy to increase ingredient transparency for the Neutrogena brand

Procter & Gamble

Product Design | September 2020 – December 2020

- Contributed on a multidisciplinary team to produce a user-centered deliverable for a graduate design project in partnership with Procter & Gamble
- Journey-mapped the user experience with key tensions and developed personas to identify pain points
- Performed ethnographic interviews, through a virtual platform due to COVID-19, to develop meaningful insights and frameworks that informed final design choices

Northwestern Memorial Hospital

Service Design | March 2021 – June 2021

- Approached and partnered with the Northwestern Memorial Hospital CAR T-cell Therapy team to design and prototype educational materials for an independent study course
- Constructed an operational service blueprint to illustrate when and where the new education materials exist in a new out-patient therapy administration timeline
- Conducted interviews with current caretakers, social workers, and experts to identify the current gaps and painpoints in the caretaker and patient education process

MURAL

Product Management | March 2021 – June 2021

- Orchestrated interviews with executives at MURAL in order to identify opportunity spaces and understand the current product state for a graduate design course
- Utilized a design sprint to align the team under a shared vision and promote rapid prototyping of meaningful solutions
- Produced a product roadmap that connected our detailed design with agile delivery