



ana  
carvallo

Experimenter | Cross-Pollinator | Hurdler

A hybrid designer who leverages research insights and brand identity to create meaningful products, services, & experiences

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## EDUCATION

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Northwestern University | Evanston, IL 2022-2024

M.S. Engineering Design Innovation; Concentration: HCD

University of North Carolina | Chapel Hill, NC 2017-2021

B.S. Applied Mathematics, B.A. French & Francophone Studies

## EXPERIENCE

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The Garage at Northwestern | Evanston, IL

Technical Assistant

Sept 2023 - Present

- Advise and instruct 50 resident start-up teams in leveraging design technology for prototyping and marketing
- Identify and implement solutions for improving makerspace operations and expanding support services

Territory NFP | Chicago, IL

Design Studio Facilitator

Jun 2023 - Aug 2023

- Guided a team of 15 young people age 14-16 through a project aimed at uplifting underserved neighborhoods by engaging and co-creating spaces for healing and restorative justice within the local community
- Led collaborative learning sessions to empower youth in building leadership and teamwork through urban design

Redbud Labs Inc | Durham, NC (RTP)

Contract Consultant

Aug 2022-Dec 2022

- Curated a cohesive branded interaction by creating a design system for use across digital and physical channels
- Designed packaging and an upscale unboxing experience for a novel biomedical device and wrote user guides

Design Engineer

Jul 2021-Jul 2022

- Owned design of electromechanical and microfluidic systems including motors, optics, and temperature control
- Led cross-functional team initiatives aimed at improving R&D, QA, manufacturing and exploring new technology
- Led primary UX & UI using journey maps and wire-frames to seamlessly connect hardware with digital interfaces
- Brought design from concept to premiere physical showcase at a large-scale international conference

Systems Engineering Intern

Oct 2020-Jul 2021

- Develop and test solutions to improve product design, workflow and cycle testing through multiple iterations

BeAM Makerspace | Chapel Hill, NC

Assistant Technical Supervisor

Jul 2021-Jun 2022

- Researched & analyzed data to address engagement gaps seeing 47% of patrons coming from non-STEM majors
- Saw 230% higher rates of engagement and 160% more new patron enrollments from pre-pandemic standings
- Developed strategies for fostering inclusivity, organized team initiatives aimed at improving the user experience through informed and engaged staffing, curated service offerings, and an intentional workshop layout

Technical Specialist - Traditional Fabrication

Jan 2020-Jun 2021

- Oversaw wood shop, metal shop, and textiles for over 11,000 patrons, creating SOPs and maintenance schedules
- Developed workshops, outreach events, staff onboarding trainings, and safety curricula aimed at lowering the barrier to entry and empowering students, staff, and faculty to innovate using advanced fabrication equipment
- Created short-form TikTok and long-form educational videos to inform and raise awareness of service offerings

Program Assistant

Sept 2017-Dec 2019

- Led trainings and assisted patrons in project-specific tool usage for research, entrepreneurship, and coursework

Harley Davidson | Chapel Hill, NC

Campus Representative/Brand Ambassador

Sept 2019 - Dec 2019

- Conducted research on collegiate market, collecting 60 surveys, 102 emails, and speaking with 26 student clubs
- Collaborated with the HD brand to coordinate outreach events, and created original content for social media

## LANGUAGE

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Spanish - fluent (native), French- fluent (conversational, medical, administrative proficiency)

Programming - C++, Python, Java, HTML/CSS, Arduino

## STUDIO PROJECTS

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### Procter & Gamble (Product Design)

Promoting accessibility in baby care

- Observed 200 diaper changes and interviewed 12 parents to identify pain points in current experience
- Designed and tested 20 prototypes to create a final solution and led pitch presentation to industry client

### Allbirds (Design Strategy)

How might we show up, gather customers, and provide an omni-channel shopping experience?

- Analyzed data from public sources to characterize the brand and identify opportunities for targeted engagement
- Developed a bold, innovative strategy that engages customers and aligns with the brand's vision, mission, & goals

### Laundry Cares, Women's Justice Institute, CCDOC (Service Design)

Improving the waiting room experience for children visiting their incarcerated loved ones

- Facilitated co-design sessions, observed analogous services, and conducted interviews to identify key tensions
- Wrote and distributed resources to provide prisons and jails with actionable plans for implementing change

### Athena\* (Interaction Design) *\*name changed in compliance with NDA*

Addressing engagement drop-off for users of an online learning platform

- Interviewed users of competing platforms to understand market and designed an augmented service structure
- Turned a weakness in the organization's offering into a strength by leveraging competing tensions

## TEACHING

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McCormick School of Engineering – Differentiation by Design 01/2024–03/2024

- Supported instruction in applying design to create competitive advantages in crowded and emerging markets

Northwestern Center for Talent Development – Electrical Engineering, Electronics & Design 06/2023–02/2024

- Designed a 3-week compacted curriculum for classrooms of 20 and 24 academically gifted students ages 10-13

Academic Approach – SAT/ACT/AP exam prep, School subject 01/2023–10/2023

- Created student-specific lesson plans based on KPIs to provide 1-on-1 academic support for students ages 14-54

UNC Applied Physical Sciences – Intro to Design & Making 01/2020–05/2020

- Assisted students in learning how to use different fabrication methods while developing an understanding of HCD

## COMMUNITY ENGAGEMENT

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Evanston Animal Shelter – Dog volunteer 09/2022–Present

- Assist in shelter operations, provide respite care for fosters, and provide training to promote adoption

All Paws In- Events Director 03/2023–10/2023

- Identified novel opportunities for community engagement, and planned and executed quarterly events that promoted collaboration between students, animal shelters, and local businesses
- Managed a team of student volunteers to aid in event planning, facilitated group working sessions, and communications related to external partnerships

Comunidad LATINX - GUIAR graduate mentor 03/2023–05/2023

- Provide mentorship, academic advice, and personal guidance to an undergraduate student during their first year

## SKILLS

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**SOFTWARES:** Adobe (Ai, Ps, Id, Xd, Pr, Ae, Dw, Au), CAD/CAM (Solidworks, Onshape, Fusion360, Vectric Aspire, Carbide), Keyshot, Procreate, Canva, Miro, Mural, Figma, Tableau, Excel, Slack, Salesforce, EAGLE, dscout, OpenAI

**RESEARCH:** Exploratory & user testing interviews, discussion guides, quantitative data analysis, data visualization, frameworks (personas, journey maps, stakeholder maps, empathy maps, service blueprints, SWOT, 5Es, root cause)

**COMMUNICATION:** Storytelling, presentation, documentation (SOP,BOM, PRD) curriculum development, instruction

**PROJECT MANAGEMENT:** Organization, timing, planning, facilitation, negotiation, risk management, road mapping

**2D DESIGN:** Wire-framing, user flows, rapid prototyping, packaging, drafting, illustration, animation, copywriting

**3D DESIGN:** Electrical engineering (sensor and effector circuits, troubleshooting, PCB design, IoT), Laser cutting, 3D printing, CNC milling/routing, sewing, embroidery, DFM, injection molding, woodworking, metalworking, glass working

**PERSONAL:** Comfortable with ambiguity, thrives in high-stakes, fast-paced environments, highly creative out-of-the-box problem solver with a strong sense of foresight, critical thinking, and attention to detail, values leadership and collaboration, able to work independently, growth mindset of continuous learning