Simon Lalonde

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WORK EXPERIENCE

Innovation Designer
January 2022 - Present
IBM Canada - Client Engineering
- Led and facilitated workshops to identify client challenges and inefficiencies, exploring solutions through generative AI, data, and automation
- Designed user journeys, service blueprints, wireframes, and prototypes that were seamlessly aligned with data, human-centered design principles, technical limitations, business goals, and customer experience strategy
- Collaborated with global, cross-functional teams, including designers, data scientists, developers, solution architects, and sales professionals, to deliver impactful solutions
- Developed company-wide interactive workshop templates to assess AI risks in client projects and establish optimized AI governance workflows aligned with customer needs and compliance standards

Service Designer
May 2021 - August 2021
Meilleur Monde - Service design studio
- Developed and presented recommendations for the SCENIC telepresence technology from the Society for Arts and Technology's (SAT) to facilitate its use and improve the user experience in schools
- Proposed redesigns for public libraries in the Greater Montreal based on co-creation workshops with citizens, online surveys, and user-centred design
- Visited multiple Montreal public libraries and wrote reports with specific recommendations for each of them to improve their user experience in the context of COVID-19

Design Graduate Teaching Associate
August 2018 - May 2020
The Ohio State University
- Taught fundamentals of design classes to first-year undergrad students (~30 per semester) enrolled in the Design Foundations Program
- Created and recorded workflow tutorials to help students learn to use Adobe Photoshop, Illustrator and InDesign
- Provided positive/constructive feedback throughout project development and graded student assignments and projects

Design Researcher
July 2017 - December 2017
Université de Montréal
- Collaborated in the organization of a two-day conference at Concordia University on the theme of responsible conduct in research-creation
- Developed 3 co-creation research workshops for the Social Sciences and Humanities Research Council of Canada (SSHRC) and professors from multiple universities attending the conference
- Designed the graphic material and managed the printing of all materials for the conference

EDUCATION

M.F.A. in Design Research and Development
August 2020
The Ohio State University
- Researched and wrote a master's thesis on the importance and process of ensuring that minorities' voices are faithfully captured in the synthesis and conclusions of codesign activities (co-creation), optimizing value delivery in the context of public project development

Bachelor of Industrial Design
May 2017
Université de Montréal
- Developed a mobile application prototype to improve child safety and facilitate attendance management in public childcare centre as a final year project

SKILLS

User experience design
- Research: co-creation workshops, ethnography, interviews, literature review, photography
- Prototyping: user workflows, service blueprint, mobile and web application wireframes, mock-ups, 3D models
- Results analysis: communicating business and technical values, optimization and improvement recommendations, data-based report writing

Software
- UX/UI design: Mural, Figma, FigJam, M365, Trello, Monday.com, Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Lightroom, Premiere Pro), HTML, CSS
- 3D design: Solidworks, PrusaSlicer (3D printing)
- Research and analysis: NVivo, QDA Miner, Zotero

HONORS AND AWARDS

- **IBM Entrepreneur Award** — Design of a sales asset to showcase watsonx.ai generative AI capabilities (IBM) *2023*
- **Design and Society Grant** — Master's thesis research project (Université de Montréal) *2019*
- **OSU Graduate Teaching Associateship** — Scholarship (The Ohio State University) *2018*