Lauren Chong

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A product manager on a mission to make experiences more accessible and enjoyable. My design engineering background means that I speak the language of designers, engineers, managers and entrepreneurs and can therefore effectively lead and manage the holistic development of products from conception to implementation. I'm a resilient, empathetic and pragmatic team member, excited about developing user-centric technology grounded in data and psychology.

Education

◊ **Imperial College London, MEng Design Engineering** - First Class Honours   2020-2024

- Master's Thesis on Novelty in Casual Puzzle Games

  Research project on how novelty affects **user engagement**. **Gathered experiment data from 60+ participants,** carried out **data analysis and identified key insights** for developing design principles.

- **Chief of Product** of Basis - A B2B SaaS Startup Making Hardware Engineering Documentation Easier
  Defined product strategy and roadmap based on **user interviews, market research, and competitive analysis.** Conducted **extensive user testing** with potential clients **to iterate a design. Coordinated a multi-disciplinary team** to **align business goals with client needs.**

  | Project Management: Imperial Business School | | Human-Centered Design | | Computing | | Data Science | | Optimisation |

  | Robotics | | Engineering Mathematics | | Entrepreneurship | | Design Analytics for The Sharing Economy | | Electronics |

◊ The Henrietta Barnett School - A Levels : A*A*AA in Maths, Physics, Further Maths, DT   1918-2020

◊ The Alice Smith School, Malaysia - GCSEs : 11A*s (Highest in Malaysia for Art and English Lit.)   2013-2018

Experience

◊ **Procter & Gamble, Gillette** - Product R&D Intern   2023 (6 months)

- **Product owner role** (3 months) developing a solution to meet the needs of an "under-served" client. Consulted with internal scientists, designers and product researchers to **create a detailed specification and product requirements. Hosted ideation workshops** to **gather and incorporate user feedback into iterations.** Liaised with contractors to produce a hi-fi prototype. The design was recorded in an invention disclosure statement.
- Designed and **conducted experiment** with 40+ participants, **presented data that informed a "pivot" decision**.

◊ **Imperial College London** - Student Shaper   2022 (2 weeks)

- Redesigned digital teaching tools for a Computing module through user research and pitched potential solutions.
- Liaised with developers to implement a feedback library and integrated GitHub Classroom to the marking pipeline.

◊ Student Expert @ Ideas Lab Makerspace - Managed inductions and equipment.   2022-2023

◊ Group Representative of The Imperielles (A Cappella Group) - Organised ticketed performances.   2023-2024

Achievements

◊ IET Diamond Jubilee Scholar   2022

◊ 1st Place @ 30-hour Makeathon "Cities of Tomorrow"   2020-2024

◊ 1st Place @ UK Space Design Competition > Finals in Kennedy Space Center, Florida   2019

- 1 of 10 (from 50) chosen to represent in the UK group at finals. Led and streamlined the production of technical and artistic visuals for the final presentation, the delivery of the visuals was highlighted and praised by judges.

◊ 2nd Place @ BIEA International Drone Design Competition | 2nd Place @ Innovate TfL Challenge   2019

Skills

◊ Software - Microsoft Office, G Suite, Project Management, SolidWorks (FEA and CFD), Autodesk Fusion 360

◊ Code - Python, Arduino IDE, MATLAB, JavaScript, HTML, CSS

◊ Design - Figma, UI and UX, User Research, Graphic Design, Illustration

◊ Languages - English (native), Mandarin Chinese (fluent), Malay (conversational)

◊ Hobbies - Life drawing, Singing, Pleinair Painting, Cooking