DesignExpo

Our students approach problems with the needs of real people in mind. They come to Segal from a wide range of technical disciplines, and leave ready to make impact with their fresh perspective on design process. Learn more about them here.

MS Engineering Design and Innovation (EDI) students

Kamyin Cheng
Kamyin received her Bachelor’s Degree in Mechanical Engineering from MIT where she learned to solve complex problems with out-of-the-box thinking. Before coming to EDI, she spent 3 years in GE Healthcare developing breadth and depth of engineering and getting exposed to the medical device industry. Kamyin found her passion in product design and wants to learn more about engineering robust products around end users. She hopes to apply her newly acquired knowledge in human-centered design to drive future product innovations.
kamyincheng.com

Kiley Coombe
Previous to joining Northwestern’s EDI program, Kiley worked as a User Experience Analyst at GfK Custom Research in Oakbrook, IL. Building upon the skills she acquired there, as well as learning from her talented professors and peers in the EDI program, she is working towards a career in design research. She is passionate about finding issues users currently have with interactions in their environment and translating those findings into functional designs.
www.kileycoombe.weebly.com

Katie DeLaurentis
Katie graduated from California Polytechnic State University with a BS in Mechanical Engineering focusing in Product Design. Through an internship with Hospira, Inc., she designed a human-centered pre-filled syringe concept, which involved conducting several onsite interviews with medical professionals and designing within Hospira’s existing manufacturing processes. Katie has also held engineering internships with Sandia National Laboratories and The Walt Disney Company. In her spare time, she enjoys discovering how things work, eating chocolate chip cookies, and talking about herself in the third person.
katiedelaurentis.com

Brad Gill
Brad grew up in Cupertino, California where he became a handyman and craftsman by building houses with his dad. In high school Brad was a bit of a “motorhead”-- working on cars, boats, go-karts, and anything in between. After living in Spain for two years, he returned to the states to finish his undergraduate degree in Mechanical Engineering at BYU-Idaho. As an EDI student, he loves being able to turn creative thought into creative action to solve human-centered problems. Outside of school, Brad enjoys spending time with his wife and son exploring the city and playing games.
www.bradfordagill.com
Jai Krishnan
Jai is a master's student in the Engineering Design and Innovation program, graduating in December 2014. His area of focus is in the engineering and interaction design of wearables, smart devices, and new interface technologies. Jai previously studied electrical engineering at Stanford and was a consultant at Accenture.
jaik@u.northwestern.edu

Ruizhi Liu
Ruizhi is a recent graduate from the EDI program. He is a UX designer. He sees with an acute eye for detail and awareness of culture. He designs with a focus on users without losing the systematic view. His undergrad in industrial engineering provided him with macro-level problem solving principles, while his graduate study in engineering design offered him a sound human-centered design skill set. He tells stories in many different languages. Having worked in many diverse teams, he has learned how to communicate in the languages of business, design, and engineering. He enjoys experiencing new challenges and embracing the unknown.
www.ruizhiliu.com

Shannon McDevitt
Before attending Northwestern, Shannon graduated from the University of Michigan with a BS in Materials Science and Engineering, and worked for First Solar Inc. While at First Solar, Shannon worked in R&D designing and implementing new process developments. Shannon is interested in designing products and experiences that solve real-world problems by utilizing technology in creative ways.
samcdevitt.co

Brittany Murphy
Brittany has a passion for the human aspect of design. Whether that's digging deep to find a need, or iterating on user feedback, centering the design process around the human is most important to her.
www.brittanylmurphy.com

Halle Murray
Countertop clutter, bathroom mess and grimy soap pumps were the inspiration for Halle's design. Her soap dispenser aims to solve these common problems by keeping dripping water and excess soap off the counter and in the sink where it belongs. User research, market analysis and multiple rounds of prototype iterations led to her final design: Bubblee. Halle hopes to engage kids with Bubblee's fun form factor and inspire their parents with the promise of a clean bathroom. This concept was developed for Halle’s product design independent study with Walter Herbst.
hallemurray.com

Jodi Schwartz
Jodi has a background in mechanical engineering from Union College and a passion for tackling recycling efficiency by focusing on human behaviors. Her wish is to combine her knowledge and expertise in human-centered design: product, service and interaction design and incorporate it into the innovative sector of businesses. She also loves dogs.
www.jodischwartz.me

Yao Shi
Yao has developed great passion in user experience research and design from the time she was working for BMW on the iDrive infotainment system. Understanding people, visual communication and creating cool things is her philosophy.
www.behance.net/YaoShi

Brandon Williams
Brandon graduated from Northwestern with a BS in Mechanical Engineering and the Segal Design Certificate in 2013. He combines his background in mechanical engineering with the human-centered design process taught in EDI and a love of industrial design. He is passionate about approaching product design from the standpoint of creating beautifully functional objects rooted in research. Brandon is also passionate about seeing products become reality. A hybrid design thinker, he works past the front-end, looking to create value throughout the entire process.
www.brandonkwillia.ms

Morgan Williams
Morgan studied biomedical engineering at Rose-Hulman Institute of Technology. Before coming to EDI, she worked in drug delivery device R&D at Eli Lilly. She is particularly interested in consumer research and product design in the healthcare industry.
www.morgan-e-williams.com
Segal Design Certificate students

**Jeremiah Edwards**
Jeremiah is a senior in Mechanical Engineering from Toledo, Ohio who also intends to earn the Segal Design Certificate. Originally born in Ghana, Jeremiah has gained an appreciation for seeing ideas develop from thoughts to tangible concepts as brought by the opportunities of the USA. Jeremiah has shown an interest in all forms of bringing ideas to life, whether it comes through engineering, business, or other art forms (comedy and singing).

jayedwards24.wix.com/jeremiah

**Taylor Friedman**
Originally from New York, Taylor is a senior at Northwestern University pursuing a major in math, a minor in music, and the Segal Design Certificate. Her work in the certificate program has been in interface design, software development, and product conception. With an interdisciplinary background, she is both logical and creative, and excited for the next stage in her life.

www.tlfriedman.weebly.com

**Andrew Kantzos**
Andrew is a senior in Biomedical Engineering and a part of the Design Certificate program here at Segal. He is interested in medical device design and development, and has collaborated with CareFusion, Northwestern Memorial Hospital, and the St. Louis Institute for Conservation Medicine to develop multiple medical devices. Along with his course work, Andrew has also been employed by the Segal Design Institute for the past three years. This upcoming fall he will be enrolling in medical school, with the intention of ultimately pursuing a career in medicine.

www.andrewkantzos.com

**Lawrence Kern**
Lawrence is a senior in Mechanical Engineering who utilizes his skills in design, sketching, and rendering to enhance the usability and aesthetic appeal of his projects. His skills extend to both 2D and 3D work, encompassing both digital and traditional media to convey his designs.

www.lawrencekern.net

**Helix Luna Gartner**
Helix is majoring in Art Theory and Practice and earning the Segal Design Certificate. Helix loves science and all the arts. From an early age, creating things was a pleasure for her. Experimenting, learning about, and mastering a wide variety of art genres, as well as combining her interest in science is what she enjoys doing, which motivates her to channel her creative energy into designing a shared experience through a mixture of visual aesthetics, functionality, and psychology. Helix is pursuing a career in specialty costume, creative design and fabrication, or product design.

www.helixlunagartner.com

**Nicholas Goossen**
Nicholas is a senior in Mechanical Engineering with a concentration in design.

www.nicholasgoossen.com

**Kevin King**
Kevin is a student in Mechanical Engineering with a passion for product design. His goal is to design products that seamlessly interface with users and their needs. He is a motivated and curious student who champions invisible design; this involves products that serve their purpose so well that they function in the background of the user’s mind.

kevinking2014@u.northwestern.edu

**Abi Koh**
Abi's curiosity about people and ideas has led her on multiple adventures. She wants to be a multimedia storyteller, and loves using various forms of digital media to document stories and capture different perspectives. With experience in photography, graphic design, videography, and industrial design, Abi has a multi-faceted approach towards what she does. She is graduating June 2014 with a BS in Communication Studies and the Segal Design Certificate.

www.abikoh.com

**Samantha Hatfield**
Sam is a senior majoring in Mechanical Engineering. After graduation she hopes to pursue a career in product design and development or manufacturing. Sam appreciates the total design process and loves working with a team and seeing a product evolve from concept to final product. Outside of engineering and design, Sam plays soccer for the Women's Varsity team at Northwestern. She also enjoys meeting new people, photography, and exploring Chicago.

samhatfield.wix.com/sam-hatfield
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Rachel Lin
Rachel is a senior studying Economics, International Studies, and Design. Her design interests at school have heavily focused on social entrepreneurship and social impact design, from creating a social startup in South Africa to developing a concept for affordable sneakers. Rachel Lin is involved in the Design Certificate, Design for America, and Students Consulting for Non-Profit Organizations here on campus. After graduating in June, Rachel is excited to apply her learnings in design, business, and technology to the startup space.

www.thisisrachellin.com

Brandon Rivera-Melo
Brandon designs for social impact. In the coming year, he will be employed as a Design for America Fellow mentoring DFA Studios nationwide and doing biomedical engineering design work. His short-term goal is to work with a design firm and develop his prototyping skills. His long-term goal is to run his own medical device start-up company. Brandon has majors in Biomedical Engineering and Psychology and certificates in Design and Entrepreneurship. His project work includes a Fish Anesthesia Delivery System, a tool to encourage children to eat healthy called Fruit Buddi, and a report on how to improve blood drawing practices in the Western Cape of South Africa.

brandonriveramelo.wix.com/portfolio

Kali Maginity
Kali is a senior earning the Segal Design Certificate. She is a Learning and Organizational Change major through the School of Education and Social policy, as well as a Business Institutions minor. Kali’s design interests focus on human-technology interaction and user experience, particularly regarding tools for online learning and for sharing organizational knowledge. In her free time, Kali applies her experience with organizational change to different campus groups, including Sigma Alpha Iota music sorority and the Northwestern University Marching Band.

kali-maginity.squarespace.com

Joanna Rogowski
Joanna is a senior majoring in Cognitive Science and studying design. She will be working for an IT consulting firm after college but has plans to get a master’s degree in design. Her project is a collection of her design and art work in the form of an online portfolio.

joro02.businesscatalyst.com

Megan Scherich
Megan is a senior in Biomedical Engineering and a Segal Design Certificate student with an affinity for philosophy and all things outdoors. After graduation she aspires to join a company in which she can combine her passions for health and human-centered design and grow as both an engineer and a designer.

www.meganscherich.com

Sofia Maspons
Sofia is a senior Film and English student completing the Segal Design Certificate. She is passionate about her various art and design projects including hand-drawn coloring books, miniature sculptures, industrial design sketches, and team projects through Northwestern. She seeks to inject joy and whimsy into everyday life through her playful artistic aesthetic. In the future, Sofia hopes to continue developing her brand as an artist and designer and apply her skills to aid companies that seek an infusion of vibrancy.

www.sofiamaspons.com

Lauren Tindal
Lauren is a senior studying Psychology, Design and Entrepreneurship at Northwestern. A member of Design for America, Lauren has worked on several human-centered design projects for clients such as Chrysler, the Chicago Children’s Museum, and Have Dreams, a local school for individuals with autism.

www.laurentindal.com

BS Manufacturing and Design Engineering (MaDE) students

Dan Greenberg
Dan is a senior focused on design, invention, and entrepreneurship, taking design beyond engineering. He specializes in CAD, CAM/CNC, rapid prototyping, mechatronics, intellectual property and programming.

His design philosophy is to frame a problem in a way to design the quarter-inch hole, not the quarter-inch drill. His portfolio shows various design projects and skills learned and applied at Northwestern University.

www.dangreenbergdesign.com