KATHERINE LOPEZ HAYNA

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Professional Experience

Human Factors Engineer, Design Science Consulting, Inc. | Philadelphia, PA | Nov 2017- Current

- o Lead, plan and execute human factors formative and validation studies for FDA and EMA approval
- o Conduct field research in diverse healthcare settings, i.e., Radiology, EP Lab, OR, and CathLab
- o Deliver insights across the product development process, from conceptualization to pre-market approval, leveraging user personas, process maps, task analysis, root cause analysis of use errors and eye tracking data
- o Forefront the adoption, process optimization and training of diverse EDC systems (OpenClinica, The Observer XT) for quantitative and qualitative data analysis

Product Designer, Wear Lilu | (Remote) | Jun 2017 – Nov 2017

- o Head research efforts and sentiment analysis for marketing and usability optimization
- o Designed captivating branding materials to communicate product function

Product Development Research Intern, Perelman School of Medicine | Jun 2016 – Sep 2016

- o Collaborated conceptualizing a point-of-care photo-acoustic imaging device by targeting key product requirements, evaluating product development strategies, and developing pitch presentations

Research Assistant, University of Pennsylvania | Philadelphia, PA | Nov 2016 – Apr 2017

- o Explored the influence of stakeholder's roles and perspectives on project success in teams from the Center for Healthcare Innovation by evaluating field interviews and secondary resources.

Education

MSE: Integrated Product Design, University of Pennsylvania, Philadelphia, PA | Jun 2015 - May 2017
Bachelor of Design Engineering, Universidad Tecnológica de la Mixteca, Mexico | Aug 2008 -Jul 2013

Skills

Human Factors Research: Root Cause Analysis (RCA), Task Analysis, Risk Analysis (uFMEA, AFMEA), User Requirement Specification (URS), Eye tracking (Tobii Eye Tracker), Time-and-motion analysis, Heuristic evaluations, Study design, Ethnographic research, User personas.

Regulatory: FDA 21 CFR 820, ISO 14971, AAMI HE75, ANSI /AAMI/ IEC 62366.

Product Development: Design thinking, product requirement specification, product architecture, journey mapping, QFD, rapid prototyping, BOM.

Programming: R, HTML & CSS, C++, SQL, MATLAB, Arduino.

Design and Engineering Software: OpenClinica, The Observer XT, Tobii Eye Tracker 4, SolidWorks, Fusion 360, Keyshot, TheaRender, Adobe Suite (Photoshop, Illustrator, InDesign, Premiere)

Additional Software: Microsoft Office 365 (Excel, Word, Etc.), iMovie, Keynote

Language: Fluent in Spanish

Qualifications

OpenClinica "Super User" 2020 | International Scholarship Fellow: CONACYT, 2015 – 2017