

# Louisa Calhoon

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## Experience

### Design & Research Consultant Freelance

Remote February 2025 - present

- **ILN Coaching and Consulting:** Co-designing interventions for youth health crisis response in Sonoma County through participatory design with community partners and system stakeholders.
- **San Mateo County Health (Health Futures Lab):** Designing healthcare materials for new innovation center focused on improving access for underserved communities.
- **Boston University / Africa Power Consortium:** Built brand identity and visual communications strategy for a new women's empowerment research initiative.

### Human-Centered Design Fellow Projects for Peace

New York, NY May - September 2024

- Self-directed a project to integrate human-centered design with campaign strategies in human rights advocacy, enhancing system design to equip youth activists with adaptable tools.
- Created a 30-page "How to Campaign" guide, tailoring resources to meet the user needs and empower youth chapters globally to create effective, localized advocacy campaigns.

### Human-Centered Design Fellow The Hive & Draper Center

Claremont, CA May - July 2024

- Designed physical space, outreach, and programming recommendations to increase engagement at a new youth community center serving 750+ students.
- Conducted interviews and focus groups with youth and stakeholders; synthesizing insights into actionable layout and engagement strategies adopted by the center.
- Facilitated hands-on HCD workshops for middle and high school students, teaching and fostering creative problem-solving skills.

### UI/UX Designer Renterra

Chicago, IL June - August 2023

- Led a redesign of equipment rental startup's reservation system through close collaboration with CEO & CTO.
- Created streamlined user flows and website interface using Figma, enhancing product visibility and service accessibility.

### Design and VC Intern 19 York

Sausalito, CA June - August 2021

- Produced research overviews, participated in vetting calls for investment prospects, and assisted the Creative Director on projects.
- Redesigned the company overview, updated the bios for portfolio executives, and created event fliers.

## Education

### Scripps College May 2024

BA, Media Studies and Art

Summa Cum Laude, Honors and Dean's List

*Relevant Courses: Human-Centered Design (Intro & Advanced), Design + Equity, Design Activism, Power & Social Change*

### Marist College May 2022

Dean's List (August 2020 - May 2022)

## Membership

### Head of Communication & Marketing

Pomona Ventures

Claremont, CA Sept 2023 - May 2024

- Co-led launch of INNOV8 showcase, directing pitch competition, speaker series, and maker lab event.
- Drove 30% growth in SageTank pitch competition applications through a targeted social media strategy while supporting the participant screening, interview, and selection process.

## Skills & Tools

**Design:** UX Design, Visual Design, Prototyping, Branding, Wire-framing, Logo Design, Website Design, Information Architecture

**Research & Strategy:** User Research, Design Thinking, Human-Centered Design, Strategic Communication, Workshop Facilitation, Systems Mapping

**Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere), Notion, Canva, Google Suite, Microsoft Office, UltiMaker Cura, TinkerCAD, SketchUp, Wix

**Languages:** Spanish (Intermediate)

## Interests

Running marathons, animal documentaries, knitting sweaters for the people I love