Becky Byler, tackling global health issues.

Biomedical engineer brings her passion for global health to life through non-profit work and marketable designs created using Adobe Creative Cloud.

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Becky Byler, biomedical engineer, Georgia Institute of Technology

SOLUTION
Adobe Creative Cloud

RESULTS
$26,000 PRIZE
INVENTURE PRIZE
Won the prestigious InVenture Prize for the sanitation innovation SafiChoo, which helped fund a pilot program in Kenya

COMMUNICATED IDEAS
Used Adobe creative software to create visually compelling proposals that more easily communicate concepts and designs with professionals and investors

GLOBAL ACCESS
Synced files and software versions on multiple computers while working in Kenya, Peru, and the United States

FREQUENT UPDATES
Gained access to the latest software innovations through an Adobe Creative Cloud membership

EDUCATION BACKGROUND
Palo Alto High School
Georgia Institute of Technology
Influencing future generations

Esther Wojcicki is more than just an award-winning teacher of Journalism and English. Over 20 years, Wojcicki built the journalism program at Palo Alto High School (Paly) into one of the largest and most recognized programs in the nation with more than 500 students and five highly respected journalism electives. As an innovative educator, Wojcicki actively implements technology in her classes, working with industry-standard Adobe creative solutions.

One Paly alumnus, Becky Byler, was active in the school’s print newspaper to gain valuable career experience and for the opportunities it gave her to have a positive impact on the school’s community. After graduation, she chose a different direction, studying biomedical engineering at the Georgia Institute of Technology. In the end, however, the technical and creative skills she learned in Wojcicki’s classes proved to be of tremendous value in her new field.

“Adobe Creative Cloud is crucial to my success as an engineer and as a business woman,” says Byler. “As a biomedical engineer, I didn’t think that I would get a chance to use my creative skills on Adobe software, but the need to communicate and market my designs is more important than ever.”

Conveying engineering ideas

Today, Byler uses Adobe Creative Cloud regularly as an integral aspect of her academic and professional careers. With Adobe InDesign CC, Adobe Photoshop CC, and Adobe Illustrator CC, she can bring her engineering ideas to life. While Byler still uses traditional engineering programs, such as CAD, Solidworks, and Matlab, Adobe Creative Cloud applications give her drawings the extra polish they need.
"Investors aren’t always engineering experts who can make sense of rough designs," says Byler. "Using Adobe Creative Cloud, I can turn my equations and sketches into more visual elements in proposals that help me market my ideas and gain more funding for my projects."

During her undergraduate career, Byler has worked on numerous projects with a grassroots, humanitarian focus, including redesigning EpiPens to better treat anaphylaxis, designing and marketing a device to control dengue transmission, and creating research proposals for an early malaria diagnosis tool. With her Creative Cloud membership, Byler gains easy access to continuous updates to Adobe software, which eliminates delays in being able to take advantage of the latest features in new software.

"I’m an engineer, so I’m particularly excited about new technology advances," says Byler. "Given my fast-paced life, I need software that can adapt to change, and my Adobe Creative Cloud membership gives me quick access to new software innovations."

For her senior capstone project, Byler combined her love of engineering with her desire to help others. Along with three other students, Byler helped design SafiChoo, an inventive and inexpensive mobile toilet that can be used to improve sanitation and reduce the spread of disease in refugee camps. The SafiChoo team won Georgia Tech’s most prestigious competition, the InVenture Prize, using images and diagrams that Byler created with Adobe software to present the project.

Byler spent time working in Kenya for SafiChoo’s pilot in the Kakuma Refugee Camp before moving to Peru to direct a state-wide community health program. "I’m always on the go and working around the world, so I don’t always have access to the same computer," says Byler. "Adobe Creative Cloud allows me to sync my devices so that I can pick up where I left off and never fall behind in my work."

In the near future, Byler plans to attend graduate school at Yale to work on a Master of Public Health in Epidemiology and Global Health and a Ph.D. in Biomedical Engineering. She also will continue her research and work with SafiChoo.