

Nathan LeBlanc

User Researcher & Strategist

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EXPERIENCE

LendingClub

May 2021 –

Senior Product Researcher

Led research on LendingClub's flagship personal loan product — usability, feedback analysis, & observational studies.

Managed internal research programs including Rolling Research (continuous usability testing) & insights repository.

Scoop

Jan 2019 – Dec 2020

User Researcher

Owned end-to-end research execution on Scoop's carpooling app — interview, ethnographic, survey, and usability studies.

Conducted 10+ major studies, contributing to 6 feature launches among other foundational learnings.

Led the creation of Scoop's insights management and data analysis platform for incoming qualitative feedback.

BEAM Interactive

Fall 2016

User Experience Strategy Intern

Supported user research from interviews to usability testing, balancing workloads in a fast-paced agency.

PAPERS & TALKS

EPIC Conference

Nov 2019

The Ethnography of Roleplaying — PechaKucha

A presentation on applications of roleplaying games to ethnography and research communication.

Meaningful Play

Oct 2018

Rosenstrasse: Holocaust Education Through Roleplay

Contributed qualitative analysis of a roleplaying game on the Holocaust (with Jess Hammer & Mo Turkington).

EDUCATION

Carnegie Mellon University

M.S. Human-Computer Interaction

August 2018 | Pittsburgh, PA

Grinnell College

B.A. Anthropology with Honors,
Linguistics Concentration

May 2015 | Grinnell, IA

SKILLS

Interviewing

Ethnography

Usability Testing

Journey Mapping

Text Analysis

Surveys

Personas / Archetypes

UX Wireframing

Spanish (Medium Proficiency)

TOOLS

Dovetail

SurveyMonkey

Qualtrics

UserTesting

UserInterviews

Figma

SPSS

Video Editing

Basic HTML / CSS / JS