

Nathan LeBlanc

User Researcher & Strategist

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EXPERIENCE

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.

Numo Jan – Aug 2018

User Research Lead — Masters Capstone

Guided research efforts for a design team, improving career planning for high school students.

35+ interviews, contextual school visit, codesign workshop, and prototype testing.

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 Maps

Surveys & Analysis

Personas / Archetypes

UX Wireframing

Spanish (Medium Proficiency)

TOOLS

Dovetail

SurveyMonkey

Validately

Figma

SPSS

Video Editing

HTML / CSS / JS