

Nathan LeBlanc

Design Researcher & Strategist

nathanjleblanc@gmail.com

Linkedin: /nathanjleblanc

781-854-6163

EXPERIENCE

Numo Spring – Summer 2018

User Research Lead — Masters Capstone

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

Advised and conducted research: 35+ interviews, contextual school visit, codesign workshop, and user testing. Synthesized models and personas for design.

BEAM Interactive Fall 2016

User Experience Strategy Intern

Supported user research from interviews to usability testing, balancing workloads in a fast-paced agency. Created deliverables such as journey maps, personas, and competitive analyses to guide strategy.

TripAdvisor 2016

Content Specialist

Quality controlled and researched incoming site content, using geography and internet research to vet listings.

PROJECTS

OH! Lab, Carnegie Mellon Spring – Summer 2018

Lead Graduate Researcher

Led playtesting for tabletop roleplaying game on the Holocaust – recruiting, writing interview guides, setting up recordings, managing assistants, and synthesizing results for design and academic publishing.

The Talking Dead VR November 2018

Research Lead

Owned research efforts for a five-student game dev team, leading exploratory research to set design strategy and three rounds of user testing.

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

Personas / Archetypes

Competitive Analysis

Qualitative Coding

Spanish (Working Proficiency)

TOOLS

Tableau

Adobe CC

SPSS / Basic R

Figma

Airtable

Video Editing

HTML / CSS / JS