REBECCA RAHA RADPARVAR

845.269.5933 | rebeccaraha@gmail.com | rebeccaraha.com

PROFESSIONAL EXPERIENCE

Senior Design Strategist, Branch Innovation | JP Morgan Chase & Co.
New York, New York | May 2019 to Present

Lead Design Strategist responsible for leading interdisciplinary team, located within a living Branch, through the front-end of the integrated design process as we design for the future of banking and the branch experience.

- Provide guidance and formal instruction on human-centered design principles to support the team in (1) determining project scope and research goals, (2) synthesizing and analyzing research data, and (3) conceptualizing and developing product, system, or service solutions.
- Develop and facilitate design sprints/workshops for other Lines of Business to support key decision making when challenged by abstract or complex design and business problems.
- Collaborate with strategic partners to mature proof-of-concept designs out of the Lab through the development of strategic implementation plans.
- Foster branch network relationship between Innovation Team and Bankers for to build trust and collaborative relationships.

Design Meets Engineering, Adjunct Instructor | The New School, Parsons
New York, New York | August 2019 to Present

Senior User Researcher, Building & Infrastructure Products | Autodesk
Boston, Massachusetts | March 2018 to May 2019

Dedicated Senior User Researcher & Strategist responsible for entire research life-cycle from prioritization with Product Leadership to synthesis and solution exploration for strategic, cross-product initiatives.

- Collaborated with Product Leadership to determine strategic research priorities, generate research plan and execute cross-product research.
- Recruited, planned, and facilitated all contextual and remote interviews, user observations, co-design sessions, surveys, and prototype usability testing, in addition to other supporting research efforts.
- Led team-wide synthesis and designed low-fidelity prototypes, content for stakeholder meetings and co-design sessions, and all research deliverables (including the user journey map, case study, usability test guidelines) throughout the lifetime of each project.
- Established and moderated internal research community for teams to provide guidance and feedback for research studies and protocols developed by non-Researchers, with accompanying research workshops to grow team's breadth and depth in the subject area.
- Human-Centered Design Site Lead: Facilitated design-centered workshops with external customers to align Autodesk & customers' viewpoints, uncover synergistic collaborative opportunities, and deepen relationships.

User Research Intern, AutoCAD | Autodesk
San Francisco, California | June 2017 to August 2017

Foresight, Research + Innovation Intern | Arup
New York, New York | June 2016 to August 2016

Product Design Intern, Global Product Acquisition | Hasbro, Inc.
Providence, Rhode Island | January 2015 to June 2015

Content Strategy & Creation Intern | IBM Design Lab
New York, New York | June 2013 to December 2014

Administrative Assistant | Hypres, Inc.
Elmsford, New York | June 2007 to August 2011

EDUCATION

Integrated Innovation for Products and Services, MII-PS
Carnegie Mellon University
Pittsburgh, Pennsylvania | Fall 2017

Human Centered Design & Mechanical Engineering, BS
Rensselaer Polytechnic Institute
Troy, New York | Fall 2015

CERTIFICATES

Design Leadership for Business
The New School | Parsons
Fall 2020

Ethnographic Research Methods, Certificate
Columbia University
Summer 2018

Design Thinking Practitioner
LUMA Institute
Spring 2018

SKILLS

Human-Centered Design
User Research Methods
  including, but not limited to...
  Interviews & Contextual Inquiry
  Participatory Design
  User Journey Mapping
  User & Usability Testing
Workshop Development & Facilitation
Design Framework, Methodology, & Practices

Prototyping
Foam-Core Modeling
Basic Woodworking & Clay Modeling
Machining & Metal Fabrication
Lasercutting & Basic 3D Printing
Internet of Things & Embedded Systems Design & Fabrication
Wifeframing, Basic CSS & HTML

Software
Adobe Creative Suite
Microsoft Office Suite & Keynote
Qualtrics Survey Software
Usertesting.com

VOLUNTEER WORK

Mentor & Alumni Site Lead
Design for America
August 2016 to Present