

REBECCA RAHA RADPARVAR

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EDUCATION

Integrated Innovation for Products & Services - Advanced Study, MII-PS
Carnegie Mellon University
Pittsburgh, PA | December 2017

Human Centered Design & Mechanical Engineering, BS
Rensselaer Polytechnic Institute
Troy, NY | December 2015

CERTIFICATES

Design Leadership for Business
The New School, Parsons
Spring 2021

Ethnographic Research Methods
Columbia University
Summer 2018

Design Thinking Practitioner
LUMA Institute
Spring 2018

SKILLS

Integrated Human-Centered Design
User Research & Synthesis
Formative & Generative Focus
Insights Development
Executive Storytelling
Ideation & Concept Development
Workshop Development & Facilitation
HCD Education
Roadmap Planning & Execution

Prototyping

Foam-Core Model Development
Basic Woodworking & Clay Modeling
Machining & Metal Fabrication
Lasercutting & Basic 3D Printing
Basic UI Wireframing & CSS / HTML

Software

Adobe Creative Suite
Qualtrics & Survey Monkey
Mural, Miro, & Figma
DScout & Usertesting.com

VOLUNTEER WORK

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

PROFESSIONAL EXPERIENCE

Design Strategy Lead, Branch Innovation | JP Morgan Chase
New York, New York | May 2019 to Present

Lead Design Strategist responsible for guiding cross-disciplinary business teams through the integrated human-centered design (HCD) process from conception to in-context pilot to deliver the future of the bank and branch experience at Chase.

- Drives the exploration and evaluation of design-driven, technology-enabled experiences, leading teams through initiative scoping, exploratory research and synthesis, insights development and storytelling, ideation, conceptualization, and ultimately product, system, or service development.
- Develops HCD instruction and facilitates personalized design sprints/workshops for broader organization to support needs and opportunity assessment, concept development, and executive decision making for challenging, abstract, or complex design and business problems.
- Collaborates with strategic partners to mature proof-of-concept designs out of the Lab through the development and strategic implementation.
- Guides storytelling and communication strategy for concepts across the organization with varying fidelity based on audience - ranging from immediate stakeholders to C-Suite Leadership.

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

Senior User Researcher - Strategic Initiatives, Infrastructure | 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.

Human-Centered Design Site Lead: Developed and facilitated design-centered workshops with external customers to align Autodesk & customer viewpoints, uncover synergistic collaborative opportunities, and deepen relationships.

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

Led exploration and design of new AutoCAD feature for interdisciplinary, Agile-driven team through concept exploration through evaluation and development.

Design Strategy Graduate Intern; Foresight, Research & Innovation | Arup
New York, New York | June 2016 to August 2016

Developed internal way-finding document, assessing New York City's economic, transportation, and infrastructure conditions, their impending impacts, and future opportunities pertaining to the City.

Product Innovation Co-op, Invention & Innovation | Hasbro, Inc.
Providence, Rhode Island | January 2015 to June 2015

Drove concept development of toy and game submissions, while leading service design and software development of Inventor Relations Platform for communication and submission tracking.

Content Strategist & Creator | IBM Design Lab
New York, New York | June 2013 to December 2014

Chartered platform strategy and feature exploration for integrated design and engineering team with a key focus on simplifying the end-user experience.

Administrative Assistant | Hypres, Inc.

Elmsford, New York | June 2007 to August 2011

Digitally cataloged company's historical business and financial documents, while assisting with events and day-to-day operations.