REBECCA **RAHA** RADPARVAR

845.269.5933 | rebeccaraha@gmail.com | Please contact for work samples.

PROFESSIONAL EXPERIENCE

JP MORGAN CHASE New York, New York

6/2021 - Present | Design Strategy Lead, Digital
Drive cross-disciplinary design and development teams in the exploration, generation, and evaluation of design-driven, technology-enabled omni-channel experiences across the Digital Business to develop scalable, sustainable, horizontal design solutions across JP Morgan Chase's various lines of business.

5/2019 - 5/2021 | Design Strategy Lead, Branch Innovation
Established New York-based cross-functional human-centered design team & practice within a living branch (Harlem 125th Street Branch) and broader Chief Administrative Office organization. Guided teams in uncovering, exploring, and solving for client and banker needs and opportunities across multiple interaction points and design mediums, including but not limited to: experience design, service design, architectural design, and technology exploration.

THE NEW SCHOOL New York, New York

9/2019 - Present | Adjunct Instructor, Design Meets Engineering
Inaugural Adjunct Instructor for "Design Meets Engineering" course within the School of Design Strategies. Responsible for course design, facilitation, & student mentorship.

AUTODESK Boston, Massachusetts & San Francisco, California

3/2018 - 5/2019 | Senior User Researcher, Strategic Initiatives
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.

6/2017 - 8/2017 | User Research + Design Graduate Intern, Autodesk
Led exploration and design of new AutoCAD feature for interdisciplinary, Agile-driven team through concept exploration through evaluation and development.

ARUP New York, New York

6/2016 - 8/2016 | Design Strategy Graduate Intern; Foresight, Research & Innovation
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.

DONATE LIFE, NEW YORK STATE Troy, New York

6/2016 - 9/2016 | Design Associate, Contract
Developed, organized, and socialized design assets and brand guide for strategic design initiatives and future design content creation, while supporting daily operations.

HASBRO, INC. Providence, Rhode Island

1/2015 - 6/2015 | Product Innovation Co-op, Invention & Innovation
Drove concept development of toy and game submissions, while leading service design and software development of Inventor Relations Platform for communication and submission tracking.

IBM New York, New York

8/2013 - 12/2014 | Content Strategist & Creator, IBM Design Lab
Chartered platform strategy and feature exploration for integrated design and engineering team with a key focus on simplifying the end-user experience.

6/2013 - 8/2013 | Content Creation Intern, IBM Design Lab
Facilitated research, developed platform architecture design, and contributed to content for newly designed and launched manager tool.

EDUCATION

Carnegie Mellon University
Master of Integrated Innovation for Products & Services - Advanced Study
Fall 2017

Rensselaer Polytechnic Institute
Bachelor of Science, Human Centered Design & Mechanical Engineering
Fall 2015

CERTIFICATES
The New School, Parsons
Design Leadership for Business
In Progress, Spring 2021

Columbia University
Ethnographic Research Methods
Summer 2018

LUMA Institute
Design Thinking Practitioner
Spring 2018

SKILLS

Design & Experience Strategy
User Research Methods (Remote & Contextual Interviews, Diary Studies, etc.)
Synthesis & Insight Development Frameworks (User Journey Mapping, Service Blueprinting, Experience Policies, Design Frameworks, etc.)
Ideation & Concept Development
Workshop Development & Facilitation
Executive Storytelling
Human-Centered Design Education
Roadmap Planning & Strategic Alignment

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

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

DESIGN COMMUNITY

Mentor
Awesome Design People List (ADPlist)
January 2021 to Present

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