

# 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 - Vice President, 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

Inaugural Adjunct Instructor for "Design Meets Engineering" course within the School of Design Strategies. Responsible for course design, facilitation, and student mentorship.

## PREVIOUS ROLES

**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.