

REBECCA RAHA RADPARVAR

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PROFESSIONAL EXPERIENCE

CURRENTLY

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 in a living branch in Harlem, through the front-end of the integrated design process to design for the future of branch experience.
- Provide instruction on human-centered design principles to support team in determining project scope and research goals, synthesizing and analyzing all research findings, brainstorming potential features, 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 difficult 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.

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

- Adjunct Instructor for inaugural Design Meets Engineering course offered through the School of Design Strategies.

PREVIOUSLY

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

- Dedicated User Researcher responsible for leading strategic Building and Infrastructure Design research initiatives.
- Collaborated with Product Line Design Directors, Product Owners, and Experience Designers to determine strategic research priorities, develop necessary protocols and materials, and conduct research with accompanying synthesis.
- Developed and cultivated internal research community for Building & Infrastructure Design team to provide guidance and feedback for research studies and protocols developed by non-Researchers (Product Managers, Experience Designers, Product Owners, & Engineers).

User Research Intern, AutoCAD | Autodesk

San Francisco, California | June 2017 to August 2017

- Led an interdisciplinary development team through Agile design and development of an AutoCAD feature leveraging machine learning.
- Recruited, planned, and facilitated all contextual and remote interviews, user observations, co-design sessions, surveys, and prototype usability testing, in addition to other supportive research efforts.
- Designed and developed 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 the project.

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

EDUCATION

Integrated Innovation for Products and Services, MII-PS

Carnegie Mellon University

Pittsburgh, Pennsylvania | December 2017

Human Centered Design & Mechanical Engineering, BS

Rensselaer Polytechnic Institute

Troy, New York | December 2015

CERTIFICATES

Ethnographic Research Methods

Columbia University

August 2018

Design Thinking Practitioner

LUMA Institute

March 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

Sketch

Microsoft Office Suite & Keynote

Qualtrics Survey Software

Usertesting.com

VOLUNTEER WORK

Mentor & Alumni Site Lead

Design for America

August 2016 to Present

Design Thinking Instructor

Richi Innovation Camp

July 2018