

# REBECCA RAHA RADPARVAR

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## PROFESSIONAL EXPERIENCE

### JP MORGAN CHASE New York, New York

#### 1/2021 - Present | Design Strategy Lead - Vice President, Branch Innovation

Design Strategy Lead driving cross-disciplinary human-centered design teams in the exploration and evaluation of design-driven, technology-enabled experiences, leading teams through roadmapping, strategic prioritization, initiative scoping, exploratory research and synthesis, insights development and storytelling, ideation, conceptualization, and ultimately product, system, or service development for omni-channel experiences.

#### 5/2019 - 1/2021 | Senior Design Strategist, Branch Innovation

Established New York-based cross-functional human-centered design team & practice within a living branch (Harlem 125<sup>th</sup> 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