

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 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 Strategy & Experience Design

User Research Methods (Remote & Contextual Interviews, Diary Studies, etc.)
Journey Mapping & Service Blueprinting
Synthesis Frameworks
Insights Development
Executive Storytelling
Ideation & Concept Development
Workshop Development & Facilitation
Human-Centered Design 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

DESIGN COMMUNITY

Mentor & Alumni Site Lead

Awesome Design People List (ADPlist)
January 2021 to Present

Mentor & Alumni Site Lead

Design for America
August 2016 to Present