

REBECCA RAHA RADPARVAR

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PROFESSIONAL EXPERIENCE

Design Strategy Lead, Branch Innovation | JP Morgan Chase

New York, New York | May 2019 - Present

Lead Design Strategist responsible for guiding cross-disciplinary business teams through the front-end of the integrated human-centered design (HCD) process to design and develop design-driven, technology-enabled experiences for the future of banking and the branch experience.

- Kick-started HCD practice within business organization, including guidance and formal instruction on HCD principles to support the team in (1) determining project scope and research goals, (2) synthesizing and analyzing research data, and (3) conceptualizing and developing product, system, or service solutions.
- Facilitate personalized design sprints/workshops for other Lines of Business to support opportunity exploration, concept development, and decision making when challenged by abstract or complex design and business problems.
- Collaborate with strategic partners to mature proof-of-concept designs out of the Lab through the development and strategic implementation.
- Guide storytelling and communication strategy for concepts across the organization with varying fidelity based on audience - ranged from immediate stakeholders to C-Suite Leadership.

Design Meets Engineering, Adjunct Instructor | The New School

New York, New York | August 2019 to Present

Senior User Researcher, Strategic Projects - 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 & customers' viewpoints, uncover synergistic collaborative opportunities, and deepen relationships.

User Research + Design, 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.

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 Design =, Global Product Acquisition | 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.

Administrative Assistant | Hypres, Inc.

Elmsford, New York | June 2007 to August 2011

Digitally cataloged company's historical business and financial documents, while assisting with events and day-to-day operations.

EDUCATION

Integrated Innovation for Products and Services - AdvantEd Study, MII-PS

Carnegie Mellon University
Pittsburgh, Pennsylvania | December 2017

Human Centered Design & Mechanical Engineering, BS

Rensselaer Polytechnic Institute
Troy, New York | December 2015

CERTIFICATES

Design Leadership for Business

Parsons, the New School
Spring 2021

Ethnographic Research Methods

Columbia University
Summer 2018

Design Thinking Practitioner

LUMA Institute
Spring 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 Facilitation

HCD within Agile & Traditional Development

HCD Instruction for Interdisciplinary Teams

Prototyping

Foam-Core Model Development

Basic Woodworking & Clay Modeling

Machining & Metal Fabrication

Lasercutting & Basic 3D Printing

Internet of Things & Embedded Systems

UI Wireframing and Basic CSS & HTML

Software

Adobe Creative Suite

Siemens NX CAD

Microsoft Office Suite & Keynote

Qualtrics & Survey Monkey

Mural, Miro, & Figma

DScout & Usertesting.com

VOLUNTEER WORK

Mentor & Alumni Site Lead

Design for America

August 2016 to Present