Rebecca Jablonsky

I am a qualitative user researcher with over four years of experience independently planning and executing applied research projects, looking for contract opportunities.

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Industry Experience

Punchcut | User Researcher (contract)
San Francisco, CA 7/2019-present
> Planning, designing, and executing generative and evaluative user research for multiple clients
> Creating research plans, project schedules, participant screeners, interview guides, and insights reports

Freelance | User Researcher
SF Bay Area 11/2018-2/2019
> Independently conducted and analyzed 20 in-depth interviews for a health and wellness technology startup
> Delivered key insights, opportunity spaces, and user profiles of meditation app users to inform product strategy

UC Berkeley Center for Technology, Society, and Policy | Industry Research Fellow
SF Bay Area 10/2015-10/2016
> Conducted user interviews, ethnographic observation, and social media content analysis in Oakland, CA in order to understand and positively influence civic engagement on Nextdoor.com

Perforce Software | UX Designer
Alameda, CA 3/2015-4/2016
> Led formative user interviews and remote usability sessions for Helix Cloud—a web interface for storage, collaboration, and communication amongst programmers and designers
> Presented research findings across many layers of the company, including cross-disciplinary team members, the UX group, and executive leadership
> Produced workflow diagrams, user interface designs, and lightweight prototypes for user testing

IBM | UX Designer
Emeryville, CA 12/2013-3/2015
> Managed the user feedback program for a web-based endpoint management tool for IT professionals
> Produced interactive prototypes and high-fidelity designs, and tested them during remote user feedback sessions with customers participating in the beta release program

Boeing | User Research Lead
Pittsburgh, PA 1/2013-8/2013
> Planned and led contextual inquiry at Boeing's Everett Factory through CMU's Master's Capstone Project
> Planned and led three user testing trips—including concept validation, low fidelity prototype testing of multiple solutions, and high fidelity prototype testing of an interactive, immersive room for self-expression and wellbeing

Education

Rensselaer Polytechnic Institute
PhD, Science and Technology Studies
May 2020, anticipated

Carnegie Mellon University
Masters of Human-Computer Interaction
August 2013

New York University
MA, Psychology
May 2010

CUNY Hunter College
BA, Psychology
May 2008

Skills
Methods
Affinity diagramming
Competitive analysis
Concept testing
Contextual interviews
Contextual inquiry
Ethnography
Journey mapping
Paper prototyping
Presentations
Qualitative data analysis
Remote interviews and testing
Semi-structured interviews
Surveys
Usability testing
User profiles and personas
Video highlight reels
Workflow diagrams

Software
Adobe Creative Suite
Atlas.ti
Axure
InVision
Keynote
Sketch
Userinterviews.com

Domain Expertise
Health and wellness technology
Enterprise software
Social impacts of technology