

Rebecca Jablonsky

Qualitative user researcher with five years of experience collaborating with cross-functional product teams.

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Industry Experience

Freelance | User Researcher

SF Bay Area 11/2018-present

- > Collaborating with clients to scope, plan, and execute complex qualitative user research projects to address business needs
- > Delivering insights reports, opportunity spaces, and user profiles to inform product strategy
- > Recent projects focused on social sector technology usage and wellness apps

Punchcut | User Researcher (contract)

San Francisco, CA 7/2019-9/2019

- > Planned, designed, and executed generative and evaluative user research for multiple clients, including StubHub and DoorDash

Perforce Software | UX Designer

Alameda, CA 3/2015-4/2016

- > Led generative and evaluative research for Helix Cloud—a web interface for collaboration and communication amongst programmers and designers
- > Socialized 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

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 iterative user testing trips—including concept validation, low fidelity prototype testing of multiple solutions, and high fidelity prototype testing of an immersive room for workers' wellbeing

Education

Rensselaer Polytechnic Institute

PhD, Science and Technology Studies
Expected 2020

Carnegie Mellon University

Masters of Human-Computer Interaction, 2013

New York University

MA, Psychology, 2010

CUNY Hunter College

BA, Psychology, 2008

Skills

Research

Affinity diagramming
Competitive analysis
Concept testing
Contextual inquiry
Ethnography
Journey mapping
Literature review
Paper prototyping
Presentations
Qualitative data analysis
Remote interviews and testing
Semi-structured interviews
Survey design
Usability testing
User profiles and personas
White papers and reports
Workflow diagrams

Software

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

Domain Expertise

Health and wellness technology
Enterprise software
Social impacts of technology