

Rebecca Jablonsky

Strategic user researcher and ethnographer with five years of experience collaborating with cross-functional product teams.

rebecca.jablonsky@gmail.com
http://rebeccajablonsky.com
347-451-3252

Industry Experience

Freelance | User Researcher

SF Bay Area 11/2018-present

- > Collaborating with clients to scope, plan, and execute complex user research projects to address business needs
- > Delivering insights reports, opportunity spaces, and user profiles to inform product design and strategy

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

Expert

Contextual inquiry
Ethnography
Field visits
Literature review
Presentations
Qualitative data analysis
Remote interviews and testing
Semi-structured interviews
Think-alouds
Usability testing
User profiles and personas
White papers and reports

Intermediate

Competitive analysis
Concept testing
Journey mapping
Paper prototyping
Survey design
User flow diagrams
Wireframing

Basic

Analytics
Diary studies
Statistics

Domain Expertise

Health and wellness technology
Enterprise software
Social impacts of technology