

Rebecca Jablonsky, PhD

Strategic user researcher with five years of experience impacting design and business decisions through close collaboration 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, evidence-based personas, and design recommendations

Perforce Software | UX Researcher and Designer

Alameda, CA 3/2015-4/2016

- > Led research and design for Helix Cloud, a web interface for digital collaboration and communication
- > Made research actionable by prototyping and testing design solutions
- > Socialized research findings across many layers of the company, including team members, the UX group, and executive leadership

IBM | UX Researcher and Designer

Emeryville, CA 12/2013-3/2015

- > Managed a customer feedback program to prioritize feature development for the migration of an on-premise IT tool to a web-based interface
- > Used generative and evaluative methods to design more usable enterprise software

Boeing | User Research Lead

Pittsburgh, PA 1/2013-8/2013

- > Conducted contextual inquiry on communication patterns at Boeing's Everett Factory, through CMU's Master's Capstone Project
- > Iteratively validated and tested a solution—including concept validation, low fidelity prototype testing, and high fidelity prototype testing of an immersive room for workers' wellbeing

Research Projects

Meditation Apps and Digital Mental Health

Rensselaer Polytechnic Institute 2/2018-6/2020

- > PhD research included over 100 hours of participant observation and 38 semi-structured interviews with designers and users of meditation apps
- > Research resulted in five conference presentations, two blog posts, a podcast interview, and two academic journal publications in progress

Education

Rensselaer Polytechnic Institute

PhD, Science and Technology Studies, 2020
Focus in anthropology of technology

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
Digital ethnography
Ethnography
Field research
Literature review
Presentations
Remote research
Semi-structured interviews
Survey design
Think-alouds
Unstructured interviews
Usability testing
User archetypes and personas
White papers and reports

Intermediate

Competitive analysis
Concept testing
Diary studies
Heuristic evaluations
Journey mapping
Paper prototyping
User flow diagrams
Wireframing

Basic

Analytics
Statistics

Domain Expertise

Health and wellness technology
Enterprise software
Social impacts of technology