

Rebecca Jablonsky, PhD

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SKILLS

Ethnography, contextual inquiry, diary studies, in-depth interviews, concept testing, literature review, personas, presentations, stakeholder alignment, vendor management, surveys, usability studies

AREAS OF EXPERTISE

0-1 products, virtual social experiences, entertainment, online identity, youth, health and wellness

INDUSTRY EXPERIENCE

YouTube/Google *Senior User Experience Researcher*, Remote, June 2022-Jan 2023

- Led a mixed methods research program to identify and refine opportunities for YouTube web3/Digital Collectibles, a 0-1 product space at the intersection of creator monetization and creator-fan relationships
- Worked closely with the team's senior leadership to plan an annual research roadmap that would inform strategy and product releases
- Aligned with multiple product areas horizontally, and conducted research that related to these product areas, so that web3 functionality could amplify existing YouTube products and surfaces

Intel Corporation *Senior User Experience Researcher*, Hillsboro, OR, Oct 2020-June 2022

- Piloted a global research program on emerging entertainment and gaming practices that cut horizontally across multiple product areas, informing the platform roadmap for premium consumer/Evo and Gaming laptops
- Collaborated with and managed external vendors to augment the research program within CCG
- Partnered with UX designers and silicon architects to translate research insights into new features for the future consumer PC

Freelance *User Researcher*, SF Bay Area, Nov 2018-Oct 2020

- Collaborated with clients in an end-to-end process to scope, plan, execute, and act upon complex user research projects in health and wellness technology, tech for social good, and food delivery

Perforce Software *UX Researcher and Designer*, Alameda, CA, Mar 2015-Apr 2016

- Led research and design for Helix Cloud, an enterprise/B2B version control and collaboration tool
- Made research actionable by prototyping and testing design solutions
- Socialized research findings with diverse stakeholders across many layers of the company, including cross-disciplinary team members, the UX group, and executive leadership

IBM *UX Researcher and Designer*, Emeryville, CA, Dec 2013-Mar 2015

- Used generative and evaluative research methods to inform the migration of an on-premise IT security and endpoint management tool to a web-based SaaS B2B interface

EDUCATION

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

MS, Human-Computer Interaction, Carnegie Mellon University, 2013

MA, Psychology, New York University, 2010

BA, Psychology, CUNY Hunter College, 2008