

# Rebecca Jablonsky, PhD

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Based in Portland, Oregon and open to remote roles or re-location.

## SUMMARY

Lead UX Researcher with 8+ years of industry experience who quickly makes sense of ambiguous product areas and helps partners build the confidence needed to make tough decisions. Experienced in impacting consumer and B2B products with complex ecosystems and multiple user types.

## SKILLS

Field studies, diary studies, in-depth interviews, concept testing, secondary research, prototype testing, executive presentations, stakeholder alignment, vendor management, surveys, workshops, usability studies

## INDUSTRY EXPERIENCE

### Gemic

**Strategy Lead**, Remote in OR, April-June 2023 (short-term contract)

- Served as the lead researcher and consultant for field research that informed the strategy for a new AR device at a Fortune 100 big tech client
- Managed and guided junior researchers in the day-to-day execution of research

### Google

**Senior User Experience Researcher**, Remote in OR, June 2022-Mar 2023

- Created a systematic roadmap to identify and refine opportunities for YouTube to confidently release a 0-1 product in the complex space of web 3.0, while balancing the needs of creators, viewers, and the business
- Convinced cross-functional partners to make decisions by triangulating multiple data points through a mixed methods approach, conducting 5 studies in 2 countries in the span of 5 months with over 500 YouTube creators and viewers
- Uncovered an unmet need for YouTube creators to provide recognition to their viewers, which was relevant to the work of 8 product teams and led to a product opportunity that increased key company metrics
- Mentored 3 Masters students at Georgia Tech in an end-to-end UX project, including project scoping, recruiting, supervising and co-leading research sessions, analysis, and design implications

### Intel Corporation

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

- Piloted a global research program (US/Europe/APAC) on emerging entertainment practices that helped 5 Intel product lines remain competitively designed—including consumer, enterprise, gaming, creator, and education laptops
- Hired and managed multiple 3<sup>rd</sup> party vendors, which increased the cadence of research output by 200%
- Generated 45 new opportunities for Intel to innovate in a cooling PC market
- Mentored a design intern in the full process of planning, executing, and reporting on their first independent research project

## **Freelance**

### **User Experience 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**, Alameda, CA, Mar 2015-Apr 2016

- Informed best practices for UX research culture and craft on a small UX team within a mid-sized, highly technical organization
- Worked closely with engineers in a Lean/Agile framework
- Socialized research findings with executive leadership, which built stronger interest in further UX research and increased research requests by 50%

## **IBM**

### **UX Researcher**, Emeryville, CA, Dec 2013–Mar 2015

- Ramped up on a highly technical product for IT professionals
- Led a fast-paced, iterative user feedback program with large enterprise customers in order to transform an outdated on-premise endpoint management tool into a SaaS B2B web interface based on modern UX design principles

## **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