

# Rachel E. LeRoy

User Experience Researcher

[www.rachel-leroy.com](http://www.rachel-leroy.com)

## SKILLS

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### HCI & Design

User Research  
Usability Testing  
User Centered Design  
Cognitive Walkthroughs  
Prototyping  
3D Printing  
Service Design  
Adobe Illustrator

### Business

Market Research  
Entrepreneurship  
Customer Service  
Public Speaking  
QuickBooks  
AP Style

### Personality

Equine Care  
Carpentry

## LEADERSHIP

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### M.S. HCI Graduate Council

*Student Chair (2016-2017)*

Elected Role

### Atlanta Service Jam 2016

*Organizer & Sponsorship Chair*

3x increase in sponsorship funds

## EDUCATION

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### M.S. Human Computer Interaction

Georgia Institute of Technology  
Expected Graduation: May 2017

### B.S. Marketing

Berry College  
May 2015 | Magna Cum Laude

## CONTACT

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## EXPERIENCE

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### Facebook

June 2017 - Present

User Experience Researcher

- Uncover customer challenges and opportunities for ads products through qualitative research methods
- Craft compelling stories to share insights, drive product decisions, and bring the customer closer to the product team

### Design Shop, College of Architecture

August 2015 - May 2017

Graduate Teaching Assistant

- Teach and demonstrate safe techniques to students using shop machines
- Process 3D printing files, maintain and operate 3D printers and laser cutters

### WonderWoof

June 2016 - February 2017

User Experience Researcher

- Identified growth opportunities and brainstormed solutions alongside the design team for the WonderWoof BowTie, activity monitor for dogs
- Performed usability studies and analyzed findings, documenting points of pain and delight to inform improvements across the mobile app and hardware

### Venadar, LLC

May 2014 - May 2016

Market Research Consultant

- Conducted research through interviews, field shopping, and product reviews for clients looking for M&A opportunities
- Analyzed and presented product trend, laws/regulations, and innovations findings

## PROJECTS

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### MARTA Mobility: Service Design

User Research + Client Management + Ideation Facilitation

*Service design project to explore the para-transit service of Atlanta's public transportation department, MARTA, and improve user experience.*

- Conducted contextual interviews with passengers and service providers during their transit ride
- Organized and facilitated workshops and briefings with client
- Built customer journey maps, stakeholder + relationship maps, and service blueprints to inform and test prototyped solutions

### ROTC Communication Device: User-Centered Design

User Studies + Prototyping

*HCI project to create a communication device for ROTC cadets that improves speed of commands in low visibility situations while not compromising their position.*

- Conducted semi-structured interviews and ethnographic studies, coded data for affinity mapping
- Prototyped a vibro-tactile hat to send directional cues to participants and user-tested the hat to demonstrate proof of concept