

Rachel E. LeRoy

Product Manager | User Experience Researcher

www.rachel-leroy.com

SKILLS

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

Atlanta Service Jam 2016

Organizer & Sponsorship Chair

3x increase in sponsorship funds

M.S. HCI Graduate Council

Student Chair (2016-2017)

Elected Role

EDUCATION

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

WonderWoof

June 2016 - Present

User Experience Researcher

- Identify growth opportunities and brainstorm solutions alongside the design team for the WonderWoof BowTie, activity monitor for dogs
- Perform usability studies and analyze findings, documenting users' points of pain and delight

Design Shop, College of Architecture

August 2015 - Present

Graduate Teaching Assistant

- Assist students using shop equipment, teaching and demonstrating proper techniques
- Process 3D printing files, maintain and operate 3D printers and laser cutters

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 present product trend, laws/regulations, and innovations findings

Viking Furniture, A Student Enterprise

August 2012 - May 2014

Student CEO

- Oversaw financial, production, and marketing functions of the business
- Developed partially assembled shipping method, reduced shipping cost by more than 50% per chair

PROJECTS

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
- Developed a vibro-tactile hat to send directional cues to participants and user-tested the hat to demonstrate proof of concept