Rachel R. Feinberg
Master's in Human-Computer Interaction
Georgia Institute of Technology

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User experience researcher and coordinator combining psychology background with human-computer interaction. Seeking full-time positions.

Experience

May 2019- Aug 2019

UX Research Intern, MailChimp
- Quantified user experience with in-app survey triggered by behaviors corresponding with stages of customer journey
- Audited interaction flows for usability and research opportunities
- Built and maintained backlog of research-driven roadmap

Mar 2015- Jun 2018

Clinical Research Coordinator II, Emory University Psychiatry
Inflammation-Induced CNS Glutamate During Breast Cancer Treatment
- Coordinated all study procedures including recruitment (n=130), screening interviews, and scheduling all study activities
- Administered cognitive tests, questionnaires; maintained database
- Assisted in decisions regarding patient eligibility, effective data collection, inclusion-exclusion criteria, and study procedures

Aug 2010- May 2014

Research and Teaching Assistant, Eckerd College
- Collaborated with faculty on multiple projects to develop methods, recruit participants, run trials, and analyze results
- Served as teaching assistant for Statistics and Research Design

Projects

May 2019- Present

ZenVR *Masters Project*
- Designing a VR system for teaching meditation
- Identifying hindrances and facilitators in journey of learning meditation through interviews, diary study, and survey

Aug 2018- Present

MyPath *Graduate Research Assistant*
- Expanding research on tablet that provides personalized support to breast cancer patients to new study site
- Understanding usage patterns with patient interviews
- Assessing information needs for clinician-facing dashboard

Aug 2019- Dec 2019

Mobile Mental Health Resources *Independent study*
- Collaborated with the National Alliance on Mental Illness to design an application for finding mental health resources
- Identified best practices for organizing content
- Moderated focus group to learn about process of finding resources and evaluate initial app designs

Aug 2018- Dec 2018

Market Bucks App *UX Researcher on team*
- Created a new system for accepting, spending, and reporting EBT (food stamps) at local farmers markets
- Interviewed managers, vendors, and customers and analyzed current system to identify pain points and user needs
- Designed and evaluated digitized card and app system

Aug 2018- Dec 2018

Moe's Voice Interaction *UX Researcher on team*
- Collaborated with Focus Brands to research implementations of voice interaction technology for Moe's Southwest Grill
- Administered over 140 surveys and conducted competitive analyses to identify use cases of voice with Moe's customers
- Designed and evaluated voice-interactive story, *Burrito Quest*

Education

Georgia Institute of Technology- May 2020
Atlanta , GA
- MS in Human Computer Interaction
- Psychology Track

Eckerd College- May 2014
St. Petersburg, FL
- BS in Psychology
- GPA 3.96
- High Honors, Ford Scholar, Phi Beta Kappa, Psi Chi

Skills

UX Research
- Observations, surveys, interviews, diary studies, contextual inquiry, competitive analysis, task analysis, journey and empathy mapping, affinity mapping, heuristic evaluation, usability tests, statistical analysis, experimentation

Technical Proficiency
- Qualtrics, Usabilla, Validatlely, SPSS, Adobe Photoshop, Illustrator, Lightroom

Honors/Awards

- Glenn Family Breast Center Award of Recognition, 2017
- Philip J. Lee Honor Award, 2014
- Excellence in Psychology Award, 2014
- Psi Chi, 2014
- Phi Beta Kappa, 2013
- Ford Scholar, 2012-2014