REBECCA MICHELSON

APPLIED RESEARCH AND DESIGN

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EDUCATION

Master of Science
Human Centered Design & Engineering (HCDE)
University of Washington
June 2021
PhD Candidate

Bachelor of Arts
Cultural Anthropology
University of California, Davis 2012

SKILLS

Mixed Methods Research
Low fidelity prototyping
Workshop Facilitation
Contextual Inquiry
Usability Testing
Concept Testing
Market Research
Russian (fluent)
Service Design
Journey Maps
Interviewing
Ethnography
Diary Studies
A/B testing
Qualtrics

SUMMARY

PhD-trained researcher with expertise in qualitative, exploratory research and product innovation for digital experiences. Driven to connect impactful insights to strategy through cross-functional collaboration.

WORK EXPERIENCE

Senior Qualitative Researcher
Code for America | June 2022- present
- **Research Lead** for cross-functional product team from discovery to delivery for a texting messaging system that supports applications and renewals for food assistance in Connecticut
- Developed **research roadmap** so that expansion of our pilot texting system is client-centric, as it grows to include three social services program in Connecticut
- **Research Lead** for a partnership in Georgia, assessing the client experience of a new, Medicaid expansion program through 1:1 interviews with clients

PhD Candidate / Researcher
University of Washington, HCDE | September 2019- present
- Facilitating **interviews, data analysis, report writing and prototype iterations** on the topic of conversational agents and families with the User Empowerment Lab team. Co-published a paper with design recommendations for Alexa skills to support socio-emotional learning for families.
- Led a **10 week, NSF-funded, remote co-design study** on technologies that support parents during the pandemic, using the **Asynchronous Remote Communities** method. Published findings on evolving parent roles and design recommendations for remote learning in the "Conference on Human Factors in Computing Systems" (acceptance rate: 26.3%).

UX RESEARCHER (INTERN)
Meta | June 2021- September 2021
- Designed and facilitated **interview and heuristics evaluation studies** intended to understand user behavior and attitudes toward chatbots, for small-medium sized businesses and presented recommendations for design

DESIGN RESEARCHER
Freelance | June 2014- June 2022
Examples of projects include:
- **Designing user research studies fo**r the development of a tool for human rights investigators with the Global Rights Compliance.
- Conducting **systems mapping** of housing and eviction laws for Justice for All Michigan (funded by Pew Research) to find intervention points.
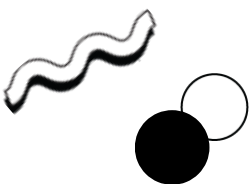
DESIGN RESEARCHER

Foundation Medicine | September 2018- May 2019

- Led **exploratory research and service design blueprinting** project for cross-departmental strategic development.
- Informed design solutions and marketing materials with **mixed methods research and usability testing.** Collaborated with designers, PMs, and developers to prioritize user perspectives in design decisions.

PROJECT MANAGER AND RESEARCHER

The Engagement Lab at Emerson College | June 2014 - July 2018

- **Strategically managed large-scale stakeholder engagement** for the 2018 "Make the Breast Pump Not Suck" Hackathon and Policy Summit at the MIT Media Lab while managing the $750,000 budget.
- **Co-facilitated an "Equity By Design" training** at the event and managed the nationwide Community Innovation Team program, which included design-thinking trainings, monthly cohort calls, and mentorship matching.
- **Conducted interviews and data analysis** for the, "Speaking Our Truths: 27 Stories of What It's Really Like to Breastfeed and Pump in the United States" publication. Coordinated interviewees to speak on a live panel.
- **Facilitated workshops with design-thinking methodologies on public engagement** for dozens of NGOs such as Greenpeace, Boston Public Schools, and the The Mayor's Office of New Urban Mechanics (MONUM).
- **Consulted 5 city teams over 18-months on innovative strategies** to engage lower income residents through the City Accelerator, funded by Living Cities and the Citi Foundation.
  - Coordinated monthly calls and quarterly in-person convenings with city teams as they developed programs. tools, and databases for improving public engagement. Project team topics included: community-based job mentorship and support for returning citizens and financial services for immigrant entrepreneurs.
- Project managed the development of the @Stake role-playing card game for building public deliberation skills
  - Implemented **research and game design by analyzing and prototyping a role-playing game** for understanding democracy, @Stake, during 6 Participatory Budgeting meetings in New York City.
  - With funding from the Knight Foundation Prototype Fund, led the adaptation of the tabletop roleplaying card game into a digital version through wireframing, testing, and iteration.

SELECTED WRITING

- Michelson, Rebecca, et al. "Parenting in a Pandemic: Juggling Multiple Roles and Managing Technology Use in Family Life During COVID-19" ACM on Human-Computer Interaction, CSCW (2021)
- D'Ignazio, Catherine, et al. "A Feminist HCI Approach to Designing Postpartum Technologies: "When I first saw a breast pump I was wondering if it was a joke". CHI Conference on Human Factors in Computing Systems. (2016)

SELECTED WORKSHOPS

Facilitator, Design-Thinking Workshop, Global Nursing Caucus	Boston, MA	Oct. '17
Facilitator, Hackathon	Chatter (for Autism Technologies)	Boston, MA	June '17
Facilitator, Workshop	Summit on Government Performance & Innovation	Phoenix, AZ	May '17
Facilitator, Emerging Citizens Workshop	National Media Literacy Week	Boston, MA	Nov. '16
Facilitator, Charting the Course for Public Engagement	Code for America	Oakland, CA	Nov. '16
Facilitator, Social Movements + Global Campaigns Design Workshop	Boston, MA	June '16