

Rachel Miles

I think of myself as a nerd of all trades: I have a lot of interests and passions. Most recently, I've loved working as a user researcher because I love thinking critically about the problems people face and coming up with ways to solve those issues based off what I learn from them. Aside from that, I love to write, design, and continually grow in my skills and knowledge.

UX Researcher

IBM | February 2018 - present

Working within IBM Cloud Data and AI, I am the lead researcher on the Hybrid Data Management portfolio supporting research initiatives for multiple features and products. I drive the research to align with both the design and product roadmaps in order to best inform my business stakeholder of the end user needs.

Associate Digital Product Manager

Stanley Black & Decker, Inc. | May 2017 - January 2018

Researcher

Center for Advanced Communications Policy at Georgia Tech | August 2016 - December 2016

Product Designer

Cytilife | December 2016 - May 2017

UX Designer and Content Strategist

State Farm | May 2016 - August 2016

Content Strategist

Ivan Allen College of Liberal Arts at Georgia Tech | May 2015- May 2016

Editorial Assistant

The Atlantic | October 2015 - August 2017

Editorial Staff

Fanime Con Publications | February 2018 - present

Media Relations Staff

Dragon Con and Momo Con | December 2016 - May 2018

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Education

M.S. Digital Media
2015 - 2017 | GPA: 3.76
Georgia Institute of Technology

B.S. Spanish Literature
2011 - 2015 | GPA: 3.91
Presbyterian College

Skills

Mixed Method User Research

- Survey Design
- Participant Recruitment
- Usability Testing
- A/B Testing
- Persona Creation
- Concept Testing
- Prototyping
- Card Sorting
- Tree Testing
- Guerrilla Conference Research
- Diary Studies
- Communicating Insights

Transmedia Storytelling

User Experience Design

Service Design

Design Thinking Facilitation

Tools

Research: UserTesting.com, Airtable, Optimal Workshop, Respondent, User Interviews, FocusVision Revelation

Design: Sketch, Illustrator, Photoshop, InDesign, Premiere, Arduino

Publications

"GameBridge: Converging Toward a Transmedia Storytelling Experience through Gameplay"
June 2016 | TVX '16 ACM Conference

"Sor Juana y la Virgen de Guadalupe: Colaboradoras en la creación de la consciencia mexicana"
September 7th, 2015 | Monografias.com