

Nathan LeBlanc

User Researcher & Strategist

www.nathanjleblanc.com
nathanjleblanc@gmail.com
San Francisco, CA

EXPERIENCE

LendingClub

May 2021 –

Senior Product Researcher

Led research on LendingClub's personal loan & innovation products — usability, feedback analysis, & observation studies.

Managed internal research programs including Rolling Research (continuous usability testing) & insights repository.

Contributed research to product launches generating \$45 million in incremental financial issuance.

Scoop

Jan 2019 – Dec 2020

User Researcher

Owned end-to-end research execution on Scoop's carpooling app — interview, ethnographic, survey, and usability studies.

Conducted 10+ major studies, contributing to 6 feature launches. Led creation of team insight management platform.

BEAM Interactive

Fall 2016

User Experience Strategy Intern

Supported user research from interviews to usability testing, balancing workloads in a fast-paced agency.

PAPERS & TALKS

EPIC Conference

Nov 2019

The Ethnography of Roleplaying — PechaKucha

A presentation on applications of roleplaying games to ethnography and research communication.

Meaningful Play

Oct 2018

Rosenstrasse: Holocaust Education Through Roleplay

Contributed qualitative analysis of a roleplaying game on the Holocaust (with Jess Hammer & Mo Turkington).

EDUCATION

Carnegie Mellon University

M.S. Human-Computer Interaction

August 2018 | Pittsburgh, PA

Grinnell College

B.A. Anthropology with Honors,
Linguistics Concentration

May 2015 | Grinnell, IA

SKILLS

Interviewing

Ethnography

Usability Testing

Text Analysis

Surveys

Personas / Archetypes

UX Wireframing / Prototyping

Spanish (Medium Proficiency)

TOOLS

Dovetail

SurveyMonkey

UserTesting

UserInterviews

Figma

SPSS

Video Editing

Basic HTML / CSS / JS