

SELINA TEDESCO

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37 Wall St Apartment 12K New York, NY 10005

EXPERIENCE

Consumer Reports May 2019 - Present

UX Researcher & Strategist

Collaborating with key stakeholders to deliver strategic insights and recommendations for product & brand strategy driven by consumer research. Developing and facilitating internal and consumer facing workshops to support and form new ventures. Using a variety of research methods including interviews, co-creation, journey mapping, usability testing and quantitative methods.

Freelance via Fractal Collab May 2020 - Present

Research, Design, & Strategy Consulting

Partnering with early-stage healthcare startups to develop best practices for user research and testing while providing guidance on product strategy in medical adherence space.

Good Housekeeping Institute April 2017 - May 2019

Product Testing Analyst | Media & Tech Lab

Conducted user experience testing for new products across various industries (i.e. toys, electronics and emerging technology) to provide recommendations and advice across print and digital content. Consistently pursued education in technology trends by attending trade shows, press briefings, and meetings with industry experts and entrepreneurs.

Goby June - November 2016

Product & Operations Associate

Managed production and operations to launch a direct to consumer electronic toothbrush brand. Led consumer testing initiatives and approved engineering/design specifications.

Hasbro July 2015 - June 2016

Global Product Acquisition & Inventor Relations

Analyzed 1000+ ideas from a global network of inventors to acquire innovation while testing user experience and brand fit. Managed internal and external partners to design develop, and implement various platforms.

Quirky June - August 2014

Project Management Intern

Design for America at Rensselaer March 2013 - May 2016

Co-Founder & Studio Lead

EDUCATION

Parsons School of Design, New York, NY

MS in Strategic Design and Management, May 2020

Capstone on asthma & adherence

Rensselaer Polytechnic Institute, Troy, NY

BS Human Centered Design & Business Management, May 2016

SKILLS

Design Process | Interviews, Usability Testing, Ethnography, Workshop Development & Facilitation, Journey Mapping, Co-Creation, Wireframing and Early Prototyping

Code | Familiarity with Python, HTML, and CSS

Adobe | Illustrator, Photoshop, & Indesign

DISTINCTIONS

1st Place - Rotman Design Challenge, Toronto | 2020

Panelist & Judge at Consumer Electronics Show, Las Vegas | 2018

Epsilon Delta Sigma Honor Society | 2014-2016

Rensselaer Founders Award of Excellence | 2014

VOLUNTEERING

NYC Design For America Alumni Ambassador | 2020 - present

Lally Alumni Board | 2019