

Heloisa R. Rincon

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PROFESSIONAL SUMMARY

Design Researcher with experience working in multidisciplinary product and design teams, specialised in qualitative and participatory research methods. Skilled in planning and delivering research across the full development lifecycle, from generative to evaluative, and translating complex findings into actionable insights that influence product and service decisions. Confident working with a high degree of autonomy, engaging and challenging senior stakeholders with evidence-based research, and contributing to a strong research practice. Always open to learning and growing.

WORK EXPERIENCE

Design Researcher — AI/Human Interaction Sep 2025 – Nov 2025

Honda Research Institute – 99PLabs | Columbus, Ohio

- Developed research plans and coordinated thematic analysis workflows, ensuring findings were synthesised into clear, actionable insights to guide product and service direction.
- Designed workbooks, co-design workshop activities, toolkits, and observation materials to study classroom interactions between children, teachers, and social robots.
- Operated with a high degree of autonomy, proactively managing research deliverables while collaborating with designers, engineers, psychologists, and educators to align outcomes with project priorities.
- Mentored team members in using NVivo to structure and analyse qualitative data.
- Contributed to planning and facilitation of research workshops.

Design Researcher Spring 2025

Red Oak Community School | Columbus, Ohio

- Invited as guest researcher to continue thesis research; designed workbooks, toolkits, and co-design activities to explore students' needs and desires for the play area.
- Facilitated prototype sessions where children and teachers collaborated to select materials and build large-scale, low-fidelity models to visualise their ideas in space.
- Synthesised qualitative findings into a clear research report with actionable recommendations, triangulated with observational data, to inform design decisions made by architects and educators.
- Collaborated with educators to plan and adapt sessions for meaningful participation; research materials have been actively used by the school.

Design Researcher & Graphic Designer Sep 2022 – Aug 2025

Qué Pasa, Ohio State? Magazine | Columbus, Ohio

- Led print and online magazine design, applying user research on visual accessibility and Latinx belonging to create culturally responsive visuals.
- Facilitated collaborative workshops with the team to generate research-informed cover themes and visual content.
- Advocated for the magazine's continuation after the Diversity & Inclusion department closure; efforts successfully secured a new department to house the 30-year-old publication.

Design Researcher — Graduate Research Assistant Summer 2023 & 2024

Honda Research Institute – 99PLabs | Columbus, Ohio

- Collaborated with a multidisciplinary team on envisioning 2050 future scenarios using a human-centred approach, delivering both strategic and generative research studies.
- Planned, conducted surveys and analysed, user interviews and co-design workshops to gather insights from diverse participants, translating findings into compelling narratives and visual outputs.
- Applied speculative design and combining qualitative and quantitative inputs to inform decision making. Research findings were presented to and adopted by senior leadership, directly influencing the company's strategic vision and communication direction, demonstrating confidence engaging and challenging stakeholders using evidence-based insight.
- Produced videos and visuals integrating storytelling and generative AI experimentation to communicate research findings effectively.

Design Researcher — Graduate Research Assistant Summer 2023

OSU Design Department & College of Nursing | Columbus, Ohio

- Conducted research to inform the design of a mobile maker cart for hands-on learning in hospital settings.
- Performed benchmarking, stakeholder interviews, and co-design workshops to understand user needs and workflows across a multidisciplinary team.
- Applied qualitative analysis to develop human-centred solutions supporting prototyping, skill-building, and professional development for nurses.

UX/UI Designer Jul 2021 – Jul 2022

WF5 Communication and Technology | Brazil, Remote

- Planned and delivered both generative and evaluative user research studies, combining qualitative in-depth interviews with usability testing, to strengthen insight and support product decisions across the end-to-end development life cycle.
- Designed UX and UI for agriculture and education platforms, working from discovery through wireframes and high-fidelity prototypes in Figma.
- Collaborated with stakeholders and software engineers to define requirements and deliver feasible, user-centred solutions, using qualitative inputs to inform decision making.

Artist / Designer Nov 2018 – Sep 2022

Self-Employed | Brazil, Remote

- Created and sold original artwork, managing local and international exhibitions, commissions, and client communications; handled all business operations including marketing, sales, and project management.

Design Researcher & Character/Background Designer Feb 2018 – Jul 2018

LABtime – Universidade Federal de Goiás | Goiânia, Brazil

- Researched science education needs to support the design of an educational animation for pre-school audiences; designed characters, backgrounds, scripts, and storyboards to communicate complex concepts.

EDUCATION

MFA — Design Research and Development Aug 2022 – Aug 2025

The Ohio State University | Columbus, Ohio, United States

Thesis: The Playground as a Co-design Lab: An Exploratory Case Study of Elementary School Kids' Role in Co-design.

Bachelor's in Graphic Design 2014 – 2018

Universidade Federal de Goiás | Goiânia, Goiás, Brazil

PROFESSIONAL SKILLS

Research approach: Generative & Evaluative Research

Qualitative Methods In-depth Interviews, Ethnography, Co-design, Thematic Analysis, Affinity Mapping, Usability Testing

Quantitative Methods: Surveys, Frequency Analysis, Cross-tabulation.

Tools: NVivo, ATLAS.ti, Miro, Mural, Figma, Adobe Creative Suite, Microsoft Office, Google Suite

Collaboration: Stakeholder and users engagement, multidisciplinary team work.

LANGUAGES

Portuguese: native | English: fluent (speaking, reading, writing) | Spanish: intermediate (speaking, reading, writing)