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Full right to work in the UK (Dependent Visa)

Professional Summary

Design Researcher & UX Designer with an MFA in **Design Research & Development** and 4+ years of experience in user experience, participatory design, qualitative data analysis, community engagement and +7 years of experience in **Graphic Design**. Skilled at conducting user research with diverse populations, synthesising findings into evidence-based recommendations, and communicating insights to stakeholders. Proven expertise in independent research leadership and translating research into actionable outcomes.

Work Experience

UX Researcher & Strategist — Human/AI Interaction | Sep 2025 – Nov 2025

[Honda Research Institute – 99PLabs](#) | [Columbus, OH, USA](#)

- **Challenge:** A multidisciplinary team required a shared framework and **research governance** to study complex human-AI interactions between children, teachers, and social robots to improve communication skills.
- **Action:** Designed end-to-end research artefacts for a strategic programme involving 30 children and 6 teachers, including **pilot testing protocols**, co-design toolkits, and interaction frameworks. Coordinated **multimodal thematic analysis** in NVivo and mentored cross-functional team members to ensure consistent data interpretation and **evidence-based design decisions**. Built a **research repository on Mural and research glossaries**, ensuring insights were accessible, searchable, and reusable across teams & Stakeholders.
- **Impact:** The framework directly shaped the strategic project direction and was **adopted by senior leadership**. Findings were presented at the company's global conference, informing the ongoing programme and future research.

UX Researcher & Strategist — Human/AI Interaction | May 2023 – Aug 2023 & May 2024 – Aug 2024

[Honda Research Institute – 99PLabs](#) | [Columbus, OH, USA](#)

- **Challenge:** Senior leadership required credible, **data-informed research** to define organisational models and a vision for a 27-year strategic roadmap.
- **Action:** Within a multidisciplinary team, I helped plan and deliver comprehensive **qualitative and quantitative research** programmes over 22 weeks, including 25 user interviews and 5 co-design workshops with 56 diverse participants. Applied **co-design and speculative design methods** to generate 200+ ideas and utilised **generative AI tools** to produce high-fidelity videos and **future experience vignettes** for executive communication. Built a **research repository on Mural and research glossaries**, ensuring insights were accessible, searchable, and reusable across teams & Stakeholders.
- **Impact:** Strategic recommendations and design narratives were **adopted by the executive leadership group**, including the global company leader, directly influencing the long-term company roadmap and sustainable innovation ecosystems.

UX Researcher & Research Lead | Jun 2023 – Jun 2025

[Red Oak Community School](#) | [Columbus, OH, USA](#)

- **Challenge:** A playground redesign required meaningful **user-centred input** from children and teachers, necessitating the adaptation of standard design methods for a young, diverse audience.
- **Action:** Designed and facilitated a **participatory design programme** for 30 participants, involving co-design workshops, **low-fidelity prototyping**, and observational studies. Iteratively adapted research methods based on real-time feedback and **Agile delivery** principles to ensure inclusive participation.
- **Impact:** Synthesised findings into a comprehensive design report with **actionable insights** that directly influenced the architects' final structural decisions. The co-design materials remain in active use by the school for ongoing engagement.

UX Researcher | May 2023 - Jun 2023

OSU Design Department & Wexner Medical Centre | Columbus, OH, USA

- **Challenge:** Nursing staff required a mobile prototyping cart to test medical product ideas within a **high-constraint, safety-critical** hospital environment.
- **Action:** Conducted **contextual user research** and stakeholder interviews across multiple hospital sectors. Facilitated **co-design workshops** with nursing staff to define human-centred requirements for product integration in clinical settings.
- **Impact:** Research recommendations directly shaped the final product specifications. The mobile prototyping cart was successfully deployed and is currently in active use across the hospital for frontline innovation.

Design Researcher & Art Director | Aug 2022 – Aug 2025

¿Qué Pasa, Ohio State? Magazine | Columbus, OH, USA

- **Challenge:** A 30-year-old publication needed to evolve into a visually compelling, accessible experience for diverse readers.
- **Action:** Led user research through co-design workshops, interviews, and surveys. Applied WCAG standards and inclusive design principles to redesign visual identity.
- **Result:** The redesign received community approval and secured a new institutional home following the department's closure, ensuring long-term sustainability.

Product Designer | Jul 2021 – Jul 2022

WF5 Communication and Technology Consultancy | Brazil (Remote)

- **Challenge:** Led the design of **6 B2B platforms** (including Sebrae and EPAGRI) to **simplify complex operational workflows**, such as production-line logic and legacy pricing models, in an environment lacking established research practices.
- **Action:** **Pioneered** the introduction of **Usability Testing and User Interviews**, establishing a new standard for evidence-led design. Leveraged **mixed methods research** to architect an accessibility-led UI (WCAG) for senior farmers and diverse professional users. Developed the **Information Architecture, experience maps**, and **high-fidelity prototypes** in Figma, facilitating weekly **Stakeholder Management** sessions to align design with business goals.
- **Impact:** Successfully transitioned manual, error-prone processes (e.g., Excel-based pricing) into **digital tools**, improving data reliability and operational speed. Improved the use of user research methods and user-centred culture in 100%, ensuring product decisions were grounded in direct feedback and **inclusive design standards**.

Education

MFA — Design Research and Development, GPA: 4.0 | Aug 2022 – Aug 2025

The Ohio State University, Columbus, Ohio.

Bachelor's in Graphic Design, GPA: 3.6 | Feb 2014 – Feb 2018

Universidade Federal de Goiás, Goiânia, Brazil.

Languages

Portuguese: Native • **English:** Fluent • **Spanish:** Intermediate

Professional Skills

Research & Design: Qualitative and quantitative user research, usability testing, co-design workshops, wireframing, prototyping, end-to-end product design, and inclusive design (WCAG 2.1/2.2), research ops.

Data & Analysis: Thematic Analysis, Ethnography, User interviews, surveys, journey mapping, data visualisation, frequency analysis, cross-tabulation, and research documentation.

Tools: Figma, NVivo, Mural, Miro, dscout, Office, Adobe Creative Suite, Generative AI.

Ways of Working: Agile delivery, cross-functional collaboration, senior stakeholder communication, evidence-led design advocacy, research governance, and GDPR-aware ethics management.