

DR. REBECCA LEIS

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Human-Computer Interaction researcher with 15+ years of experience designing digital experiences and large-scale learning ecosystems. Extensive background leading cross-functional product initiatives spanning UX design, UX research, usability engineering, accessibility, AI-assisted design, software engineering, and educational technology. Experienced conducting mixed-methods research using interviews, usability testing, heuristic evaluation, cognitive task analysis, eye tracking, EEG, ECG, functional near infrared spectroscopy (fNIRS), and transcranial Doppler (TCD) to improve product usability and human performance in safety-critical and enterprise environments, like nuclear power plants and oil rigs. Known for translating complex user needs into scalable product strategy while collaborating with engineers, researchers, executives, and multidisciplinary design teams.

EXPERIENCE

2018 – PRESENT

Program Director | Full Sail University

Led UX strategy and product design initiatives across multiple undergraduate and graduate technology programs serving thousands of learners through user-centered curriculum and digital experience design. Directed cross-functional teams of more than 50 faculty, designers, software engineers, and subject matter experts to design, evaluate, and continuously improve learning experiences and digital products. Conducted user research using interviews, surveys, journey mapping, usability studies, stakeholder workshops, and learning analytics to inform product strategy and evidence-based design decisions. Designed scalable, human-centered learning experiences grounded in UX methodologies, accessibility, and design thinking principles, resulting in improved product consistency, learner engagement, and usability. Led the design, development, and launch of new undergraduate and graduate programs while establishing AI literacy initiatives and responsible AI frameworks that promoted effective human-AI collaboration. Partnered closely with executive leadership and cross-functional stakeholders to align user needs, business objectives, and institutional strategy, driving innovation across curriculum, technology, and educational products.

SKILLS

Human-AI Interaction • User Interviews • Card Sorting • Journey Mapping • Usability Testing • A/B Testing • Survey Design • Mixed Methods • Wireframing • Prototyping • Accessibility • Figma • Canva • Agile • Waterfall • Jira • Conflict Management • Public Speaking • Data Analytics • Python • NLP • NumPy • Pandas

EDUCATION

DECEMBER 2020

Doctor of Philosophy in Modeling and Simulation | University of Central Florida | Orlando, FL

Dissertation: Natural Language Processing for Modeling Domains in Higher Education