

OMID FARIVAR

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Common sense advocate. eSports fanatic. Burger connoisseur.
[User Researcher.](#)

UX SKILLS

- Cognitive walkthroughs
- Contextual inquiry
- Focus groups
- In-depth interviews
- Interaction mapping
- Personas/scenario creation
- RITE method
- Survey design
- Usability testing
- Wireframing

TECH SKILLS

- Axure
- Balsamiq
- Google Analytics
- Microsoft Visio
- Microsoft Office
- OmniGraffle
- Ovostudios
- UserTesting.com
- TechSmith Morae

SPOKEN LANGUAGES

- English *native*
- Español *fluent*
- فارسی *native*

SELECTED EXPERIENCE

Facebook – Menlo Park, CA

UX RESEARCHER
May 2014 – Present

- Work closely with product teams to identify research topics
- Design studies that address both user behavior and attitudes
- Generate insights that both fuel ideation and evaluate designs
- Conduct research using a wide variety of qualitative methods and a subset of quantitative methods, such as surveys
- Work cross-functionally with design, product management, content strategy, engineering and marketing
- Communicate results and illustrate suggestions in compelling and creative ways

KIXEYE – San Francisco, CA

USER RESEARCHER
May 2012 – May 2014

- Founded the UX department at KIXEYE by hiring 20 new designers
- Conducted and lead all top-priority qualitative research initiatives
- Delivered research findings to diverse audiences through written reports and oral presentations
- Worked cross-functionally with design, product management, content strategy, engineering, and marketing
- Tailored and delivered new user experiences (NUX) for upcoming games
- Shipped: *VEGA Conflict* (Web), *Backyard Monsters: Unleashed* (iOS), *TOME: Immortal Arena* (Web, Closed Beta)

Blizzard Entertainment – Irvine, CA

USER EXPERIENCE DESIGN & RESEARCH INTERN
May 2011 – August 2011

- Completed user research across several departments in methods such as: usability tests, contextual inquiries, user acceptance tests, competitive analyses, and heuristic reviews
- Produced and maintained wireframes and user flows, coordinated with project management to incorporate feedback and develop consensus, and managed deliverables across cross-functional teams
- Credited in *Diablo 3* (2012)

EDUCATION

University of Michigan School of Information – Ann Arbor, MI

September 2010 – April 2012

MASTER OF SCIENCE IN INFORMATION, SPECIALIZING IN HUMAN-COMPUTER INTERACTION

- Executive Officer, Student Organization for Computer-Human Interaction

University of California, San Diego – La Jolla, CA

September 2006 – June 2010

BACHELOR OF SCIENCE IN COGNITIVE SCIENCE, SPECIALIZING IN HUMAN-COMPUTER INTERACTION

- National Residence Hall Honorary member (top 1% of student leaders in the USA)