

Public speaker. Improv comedian. Pro gamer. **UX Research Leader.**

KEY STRENGTHS

- Triangulation of data through multiple studies
- Public speaking
- Building and fostering company culture
- Context-switching & moving quickly
- Collaborating cross-team
- Listening then reacting

UX METHOD STRENGTHS

- In-depth interviews
- Focus groups
- Field studies
- Usability testing
- Diary studies
- Persona creation
- Heuristic/expert reviews
- Ethnographic studies
- Card sorting
- Creative methods
- Survey writing

SPOKEN LANGUAGES

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

FUN STUFF

- Currently the best StepManiaX player in the world
- Booked as keynote speaker for Experience Fighters 2018 (June 6-7 2018, Madrid, Spain)
- Obtained Competent Communicator certification from Toastmasters in Q2 2017
- Modeled in first-ever T1 Diabetes Body Advocacy Calendar (*T1Exposed*)
- Alumni Society Board Member @ Univ. of Michigan (and Michigan brochure model!)

SELECTED EXPERIENCE

Facebook – Menlo Park, CA

SENIOR UX RESEARCHER

May 2014 – APRIL 2018

- Executed 98 studies (for over 21 teams) over 4 years – more studies completed than 99% of researchers at Facebook (only 4 researchers have currently completed more studies over their tenures)
- Led research for Facebook Gaming video initiative – which I co-presented to Mark Zuckerberg and his immediate team (my third and final product review with C-level leadership at Facebook)
- Led research from concept to sunset for the Rooms and Notify apps
- Led research in accessibility early-on as a side-project, leading to my hiring of a full-time, dedicated leader
- Led five field studies for various teams, with two arching across East Asia and South America
- Implemented a new “rolling research” program for the entire Videos org, after demonstrated and evangelizing its value over Q1 2018
- Managed an intern in Summer 2017-- my first official report-- who rated my efficacy as a manager 9 out of a possible 10 in his exit interview with University Recruiting
- Mentored other fellow researchers by: leading three different Lean In circles, teaching courses in “Design Camp” (bootcamp for UX disciplines), and on an on-going ad-hoc basis as a senior research IC leader
- Spoke to the entire Facebook company (~10,000) 5 months into tenure at the Q3 2014 company all-hands
- Led a key part of global new hire orientation by delivering a 20-minute personal story and leading an important activity approximately every week – over **8,500** new hires total, with an average size of 200

KIXEYE – San Francisco, CA

UX RESEARCHER

May 2012 – May 2014

- Led and conducted all qualitative research initiatives, including evangelization of the UX discipline
- Presented research findings to diverse audiences (incl. CEO) through written reports and oral presentations
- Shipped: *VEGA Conflict* (Web), *Backyard Monsters: Unleashed* (iOS), *TOME: Immortal Arena* (Web)

Blizzard Entertainment – Irvine, CA

UX 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

M.S. 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

B.S. IN COGNITIVE SCIENCE, SPECIALIZING IN HUMAN-COMPUTER INTERACTION

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

PUBLICATIONS

Shaomei Wu, Jeffrey Wieland, **Omid Farivar**, and Julie Schiller. 2017. **Automatic Alt-text: Computer-generated Image Descriptions for Blind Users on a Social Network Service.** In Proceedings of the 2017 ACM Conference on Computer Supported Cooperative Work and Social Computing (**CSCW '17**). ACM, New York, NY, USA, 1180-1192. DOI: <https://doi.org/10.1145/2998181.2998364>