

Omid “dimo” Farivar

biz.omid.gg & biz@omid.gg

A UX Research Leader with over 14 years of highly impactful experience across major tech industries.

More importantly, I help my clients/employees see, realize, then become the **best versions of themselves**.

Side gig: I've raised \$130K+ for charities to date playing a [game](#).

WORK EXPERIENCE

Takimo LLC – SF Bay Area, CA

FOUNDER, CEO / CURRENTLY: FREELANCE RESEARCH STRATEGIST AND UX CAREER COACH

DECEMBER 2023 – PRESENT

- Empower UXR ICs of all experience levels to be their best selves– resume development, communication coaching, interview feedback, and more.
- Manage all stages of UX projects autonomously, including recruitment, research, analysis, and reporting to demonstrate issues and provide suggested solutions for my clients
- 100% rate of clients receiving job offers they were excited about (!) throughout 2024, one of the most difficult times in our industry.

Discord – San Francisco, CA

UX RESEARCH MANAGER & LEAD

OCTOBER 2020 – MAY 2023

- Established the Discord Research team, introducing proper research processes, scaling the team, promoting our work, and tackling strategic and tactical research challenges across the organization.
- Recruited and managed 3 mid-senior level UX Researchers, heading research for three crucial product teams and collaboratively shaping Discord's product strategy, transforming it into a fully connected space for all.
- Cultivated key vendor relationships, developed internal consulting practice, and led high-impact ad-hoc projects as an individual contributor.
- Democratised UXR practice by training cross-functional partners–Design, Product, and Marketing–to conduct their own tactical research.

Cruise GM – San Francisco, CA

SENIOR UX RESEARCHER

May 2019 – MARCH 2020

- Pioneered consumer-facing research for the go-to-market (GTM) Cruise product.
- Conducted executive-level design workshops with stakeholders and cross-functional team members to guide research roadmaps.
- Collaborated with GM's research scientists in Michigan to conduct end-to-end research in simulated autonomous vehicle settings.

Dropbox – San Francisco, CA

SENIOR UX RESEARCHER

July 2018 – APRIL 2019

- Directed comprehensive research efforts for the desktop Dropbox experience (taskbar icon).
- Facilitated design processes by leading vision workshops.
- Hired, mentored, and advised junior individual contributor (IC) researchers.

Meta – Menlo Park, CA

SENIOR UX RESEARCHER

May 2014 – APRIL 2018

- Completed an impressive 98 studies across 21 teams in four years, outperforming 99% of Facebook researchers at the time of departure.

- Led solo generative research project that founded the Facebook Gaming team
- Executed five international field studies for various teams, spanning East Asia and South America.
- Implemented a "rolling research" program for the Facebook Videos organization.
- Engaged as a key part of global new hire orientation, sharing personal experiences and leading collaborative activities for over 8,500 newcomers.

KIXEYE – San Francisco, CA

UX RESEARCHER

May 2012 – May 2014

- Championed all qualitative research as the sole UX researcher—advocating for and advancing the UX discipline at KIXEYE.
- Shipped products: VEGA Conflict (Web), Backyard Monsters: Unleashed (iOS), TOME: Immortal Arena (Web).

Blizzard Entertainment – Irvine, CA

UX DESIGN INTERN & UX RESEARCH INTERN

May 2011 – August 2011

EDUCATION

University of Michigan School of Information – Ann Arbor, MI

September 2010 – April 2012

M.S. IN INFORMATION, SPECIALIZING IN HUMAN-COMPUTER INTERACTION

University of California, San Diego – La Jolla, CA

September 2006 – June 2010

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

PUBLICATIONS, KEYNOTES, & PATENTS

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. (CSCW '17)**. ACM, New York, NY, USA, 1180-1192. [DOI Link](#).

Systems and methods for image description generation

Patent issued: Jul 23, 2019.

We devised a way for screen reader users to be able to "see" (AI) images in their newsfeed. [Justia link](#).

Experience Fighters 2018 – Madrid, ES

Keynote VOD: [Ready Player Two: The Whats and Whys of Impactful Gaming Experiences](#) Sharing the gospel of good game/level/tutorial design with non-gaming designers, product folks, researchers.

Vehicular cabin monitoring and response

Patent issued: Apr 30, 2024.

We devised a way for self-driving car passengers to be able to properly signal emergencies happening in the cabin. [Justia link](#).

UXR LEADER SUPERPOWERS

- Bringing teams together behind a common research vision
- Educating executives and driving evidence-based decisions
- Designing and governing scalable research systems
- Instilling research curiosity across the organization, democratizing the practice in a responsible way
- Attracting and developing top research talent
- Doing IC work whenever needed; getting energy from working on challenging projects at any stage!

UXR METHOD SUPERPOWERS

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