

Public speaker. Improv comedian. Pro gamer. [UX Research Lead](#).

KEY STRENGTHS

- Turning ambiguity into empirical questions
- Building consensus
- Data storytelling
- Public speaking
- Building and fostering company culture
- Context-switching & moving quickly

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 somewhere in the top 30 of *Dance Dance Revolution* players worldwide
- 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

Dropbox – San Francisco, CA

SENIOR UX RESEARCHER

July 2018 – PRESENT

- Identify research needs in partnership with the teams responsible for the desktop Dropbox experience
- Design, plan, and resource user research projects
- Communicate research insights in creative and effective ways among partners
- Advocate and guide strategy for design and product direction
- Facilitate and craft the design process by hosting vision workshops
- Mentor and advise junior IC researchers

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 at the time of my departure
- Led research for Facebook Gaming video initiative, Rooms app, and Notify app. Later presented to Mark Zuckerberg and his immediate team
- Led five field studies for various teams, with two arching across East Asia and South America
- Implemented a new “rolling research” program for the Facebook Videos organization
- 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 visible IC leader
- Spoke in front of the entire company (~10,000) 5 months into tenure at a company all-hands
- Led a key part of global new hire orientation by delivering a 20-minute personal story and leading a collaborative 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 all qualitative research as sole UX researcher, including evangelization of the UX discipline throughout KIXEYE
- Presented research findings to diverse audiences (incl. C-level staff) 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 that touched several different departments at Blizzard, including: *Diablo 3*, internal tools, *Starcraft 2*, *Battle.net* (desktop app), and Blizzard's proprietary websites
- 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

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

PUBLICATIONS AND CONFERENCES

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>

Experience Fighters 2018 – Madrid, ES

Keynote talk: *Ready Player Two: The Whats and Whys of Impactful Gaming Experiences*

Experience Fighters 2019 – Mexico City, MX

Keynote talk: title TBD