

omid "dimo" farivar

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I'm currently **building** brick & mortar businesses and taking a **tech industry sabbatical**.
I believe in **doing good, being good**, and **helping others** reach their maximum potential.

Available for life/work/career **coaching, UX / tech / comms / gaming** consulting.

EXPERIENCE

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.
- Expertly managed a \$500K annual research budget.

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.

Facebook – 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.
- Managed research for Facebook Gaming video initiative, Rooms app, and Notify app—presenting findings to Mark Zuckerberg and his executive 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.
- Mentored fellow researchers through Lean In circles, teaching UX discipline courses in "Design Camp," and providing ongoing ad-hoc support as a visible IC leader.

- Presented at a company-wide all-hands event (attendees: ~10,000) just five months into tenure.
- 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.
- Presented research findings to diverse audiences, including C-level staff.
- 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

- Conducted user research across multiple Blizzard departments, including Diablo 3, internal tools, Starcraft 2, Battle.net (desktop app), and proprietary websites.
- Created and maintained wireframes and user flows, coordinated feedback with project management, 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
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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, 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**. 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](#)

Systems and methods for image description generation

Patent issued: Jul 23, 2019.

<https://patents.justia.com/patent/10360466>

Through user research and bold engineering, we devised a way for screen reader users to be able to “see” images in their newsfeed, thanks to AI!

KEY STRENGTHS

- Coaching/mentoring any level of researcher
- Treating people how they want to be treated
- Turning ambiguity into empirical questions
- Building consensus
- Data storytelling
- Public speaking
- Building and fostering company culture
- Context-switching & moving quickly

NERD STRENGTHS

- Top 5 in the world at StepMania (custom DDR)
- Big-time community builder – admin/manager of the biggest dance game Discord servers
- Arcade machine collector, PC builder
- Got “Gakked” on Nickelodeon Gak as a kid
- Have taken a photo with Keenan/Kel AND Kevin Smith/Jason Mewes. What are the odds?

UX METHOD STRENGTHS

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

SPOKEN LANGUAGES

- English *native*
- Español *working fluency*
- فارسی *native*

