

# Brian Hayes

User Researcher

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## BIOGRAPHY

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Dedicated mixed-methods user experience researcher available for a senior position in a technical environment where I can work cross-functionally to understand human-centered problems and develop strategies that lead to impactful design solutions. Passionate to take on big, ambitious problem spaces and iterate meticulously on details to make sure things are done right. Constructive and highly communicative when working independently or with others, and enjoy learning new approaches to enhance my craft.

## EXPERIENCE

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### **Facebook Creation Researcher | San Francisco — Jan 2021 - Present**

*Lead researcher on the FB creation model, Reels creation, and FB app Strategy*

- Conducted primary and secondary research to inform the direction of primary creation surfaces
- Led generative research to create a cross-functional FB Reels Vision to align video-focused teams
- Partnered cross-functionally with IG to study SFV usability across top competitors
- Developed R scripts to manipulate large datasets, generate statistical analyses and data visualizations
- Created programs to scale impact, synthesize roadmaps, conduct IC pulse-checks, and review projects
- Developed research strategies to evangelize marginal FB users as a cohort to recover

### **Dropbox Sharing Researcher | San Francisco — Dec 2019 - Jan 2021**

*Lead researcher for the Sharing team optimizing the the design system for file sharing, including privacy controls, accessibility, and content organization.*

- Developed sharing values based on original research to guide design strategies for 2-3 years
- Created an iterative research program to redesign the Dropbox sharing modal
- Taught workshops on data visualization techniques using R and Keynote

### **Amazon Seller Central Researcher | Santa Cruz — Aug - Nov 2019**

*As primary UXR focused on the Seller side of Amazon Web Services, I studied the motivations and barriers for people selling on Amazon to provide more meaningful web-related solutions to enhance their experience.*

- Developed protocols to our design team to run ethnographic research focused on Sellers in Australia
- Designed participant-driven surveys to capture subjective and qualitative data during navigation studies
- Utilized data analysis techniques in R to develop meaningful groupings of card sort results
- Developed diary study for a dial-up WebLab experiment to longitudinally track user satisfaction and gaps
- Developed an exploratory program to collect open-ended feedback around sellers with low CSAT ratings
- Designed an R workshop to demonstrate methods for quantitative data wrangling and visualizations

### **Apple Human Factors Design Researcher | Sunnyvale — Oct 2014 - Aug 2019**

*I led research for the Behavior and Experience team under Human Engineering, which sought to gather naturalistic interactions in order to inform hardware and software engineering.*

- Led research for iPads, AirPods, TouchBar, Spotlight Search, Apple Watch, and other future products
- Developed research programs to capture behavioral and experiential data to inform HW/SW design
- Designed and conducted multi-phased research in both strategic and evaluative stages, including:
  - Psychometric tests to measure human perception across multiple modalities, such as latency
  - Naturalistic behavior and experience research to inform XFN product design (PD, ID, HI, RF)
- Developed data-visualization code in R and keynote to represent complex data-sets
- Crafted keynotes to deliver research results utilizing a honed story and data visualizations
- Worked collaboratively with our internal software team to develop human factors tools

### **JPMorgan Chase Research Associate | San Francisco — Aug 2012 – Oct 2014**

*At Chase, I first worked as a UXR for business, JPMorgan Private Client, and Checking Accounts, then pivoted to lead the Chase mobile app redesign and associated releases.*

- Lead researcher for the Chase iOS mobile app redesign (April 2013 release)
  - Patent (USD789389S1) for account “Preview” gesture on a mobile banking application
- Lead researcher for Quick Deposit Limits (March 2014 release). Developed and executed strategic research plans a various levels of the design phase
- Conducted usability studies, surveys, heuristic evaluations, competitive audits for the development of Chase digital products
- Analyzed qualitative and quantitative data using Microsoft Office tools

### **Microsoft Games Research Moderator | Redmond — May 2012 – Aug 2012**

*While an undergraduate, I had the opportunity to work with small and large groups as a research moderator.*

- Facilitated XBOX and Kinect usability studies at Microsoft Games Studios
- Moderated sessions from 1:1 to ~20 participants in one-hour to campaign length sessions
- Crafted and reported usability findings to principle researchers
- Managed participants in and out of labs and updated participant databases

## **EDUCATION**

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University of Washington, Seattle, WA – B.S. in Human-Computer Interaction, 2010-13

### **UX Researcher, Baby Steps DRG, UW, Seattle — Sept 2010-Mar 2012**

Developed a technology for an underserved population that could track and inform parents of appropriate childhood developmental milestones with the sub-goal of relaying this data to a medical database

### **UX Research and IxD, Microsoft UX DRG, UW, Seattle — Sept 2011-Mar 2012**

Worked directly with Microsoft employees to evaluate and redesign a Microsoft internal tool used to recruit and store data on study participants. Conducted cognitive walkthroughs, a contextual inquiry, and redesigned the internal tool based on data. Presented results to a panel of stakeholders.

## **AVAILABILITY**

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Available for full-time employment in the San Francisco Bay Area or remotely