

Faris A. Khan, Ph.D.

Senior UX Researcher

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PROFESSIONAL PROFILE

Senior UX Researcher with 18 years of experience leading mixed-method research across industry and academia, translating complex human behavior into product strategy and experience design for digital and AI-powered products.

Develops and operationalizes AI-driven research systems that transform how organizations generate, synthesize, and apply insights at scale.

PROFESSIONAL EXPERIENCE

Senior UX Researcher

DIRECTV | 2022–2026

- **Drove ~20–40% research cost savings** by designing and deploying **5 AI-powered research systems**, reducing planning, note-taking, and synthesis effort by 30–50% across projects; adopted by teams and validated against researcher-led analysis.
- Studied human-AI interaction to identify trust, comprehension, and usability issues that guided product design improvements and reduced friction.
- **Reduced downstream design and engineering rework by ~15–25%** by leading multiple small- and large-scale evaluative studies that de-risked design decisions and eliminated unnecessary iteration.
- Improved subscription upgrade flows by identifying user confusion around pricing and package options, informing clearer product messaging and reducing **monetization risk**.
- Managed large-scale vendor-led studies spanning competitive benchmarking, neuro research (EEG, eye-tracking), and foundational AI integration; partnered with **NielsenIQ, MeasuringU, and KR&I** to deliver executive-ready insights.
- Led **24 UX research projects involving ~3,800 participants** across qualitative and quantitative studies; managed 6 vendor-led engagements, and executed research spanning mobile, web, and TV platforms.
- **Influenced product strategy and roadmap priorities** by translating complex research insights into clear, actionable guidance for senior leadership.

Senior UX Researcher

Syfie Design Studio | 2019–2022

- **Founded and operationalized Syfie Design Studio's UX research arm**, establishing methods, standards, and workflows that enabled evidence-based insights across complex client engagements.

- Managed junior researchers and partnered closely with product managers, designers, and engineers to integrate research into product development.
- Led generative and evaluative UX research programs improving user retention, engagement, and usability across multiple products.
- Advised product and design teams across client engagements, translating research findings into prioritized product decisions and roadmap direction.

Research Lead (Mixed Methods & Applied Research)

SUNY Potsdam, Sarah Lawrence, Brandeis & Syracuse | 2007–2019

- Led over a decade of applied, mixed-method research across academic roles (doctoral, postdoctoral, and faculty), overseeing large-scale initiatives spanning multiple institutions.
- Designed and executed multi-phase research programs investigating complex patterns of human behavior across diverse populations.
- **Directed and mentored research teams** (3–8 members) conducting interviews, surveys, and ethnographic fieldwork in multi-site research settings.
- Synthesized findings into clear narratives, frameworks, and strategic recommendations that guided stakeholder decisions and program design.

EDUCATION

MIT Professional Education — Applied Agentic AI Certificate (expected May 2026)

Syracuse University — Ph.D., Anthropology, 2014

Brandeis University — M.A., Cultural Production, 2008

Hanover College — B.A., Cultural Anthropology, 2005

CORE SKILLS

Areas of Expertise

UX Research • Mixed-Methods • Product Strategy • Insight Synthesis & Translation • Human-AI Interaction & Trust • Research Operations • Stakeholder Management • Cross-Functional Leadership

AI-Driven Research Systems

Designed and implemented AI-powered tools for: Research Planning • Note-Taking • Research Synthesis & Analysis • Synthetic User Research • Market Analysis

Methodologies

Generative & Evaluative Research • Usability Testing (Moderated & Unmoderated) • Surveys • A/B Testing • Competitive Benchmarking • Competitive Audits • Interviews • Focus Groups • Diary Studies • Ethnographic Research • Journey Mapping • User Personas • Card Sorting

Tools

dscout • UserTesting • User Interviews • MUIQ • SurveyMonkey • ChatGPT • Claude • Gemini • Figma • Notion • Confluence • Asana • Slack • SharePoint • Google Workspace • MS Office