

FARIS KHAN, Ph.D.

Senior UX Researcher

CONTACT

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EDUCATION

MIT - 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

SKILLS

Areas of Expertise

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

Methodologies

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

AI-Driven Research Systems

Tools designed & implemented: Research planning, synthesis & analysis; Synthetic user research; Market analysis

Tools

Dscout, UserTesting, User Interviews, MUIQ, SurveyMonkey; ChatGPT, Claude, Gemini; Figma, Notion, Confluence, Asana; Slack, SharePoint, Google Workspace, MS Office

SUMMARY

Senior UX Researcher with 18 years of experience leading mixed-method research across industry and academia, driving product strategy and experience design for AI-powered and digital products. Designs and operationalizes AI-driven research systems that transform how organizations generate, synthesize, and apply insights at scale.

EXPERIENCE

Senior UX Researcher

DIRECTV | 2022–Present

- **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.
- Researched user interaction with AI features, identifying trust, comprehension, and usability issues that informed product design 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 cycles.
- Improved subscription upgrade flows by leading evaluative research that revealed user confusion around pricing and package options, 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 and collaborated on 24 UX research projects, covering **~3,800 participants** across qualitative and quantitative research programs; managed 6 vendor-led engagements and executed research across 6 platforms.

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.
- Led generative and evaluative UX research while managing junior researchers, partnering closely with product managers, designers, and engineers to improve user retention and engagement across multiple products.

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), generating insights that informed strategy, program design, and decision-making.
- Directed and mentored research teams (3–8 members), leading interviews and multi-phase research programs across complex problem spaces.
- Synthesized findings into frameworks and recommendations that guided stakeholder decisions and program design across applied contexts.