Adnan A Syed

Senior User Experience Researcher
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Summary

Mixed-methods UX Researcher with 8 years of experience spanning foundational discovery, evaluative testing, and research strategy. Proven track record across advertising, telecommunications, automotive, and developer tools. Currently focused on building AI agents and advanced evaluation frameworks that scale and elevate the impact of user research.

Experience

VERIZON (Digital Channels) — New York, NY
Senior User Experience Researcher — Sept 2025 – Present

- Shipped a production AI pipeline to reclassify 183,000+ intercept-survey sessions using behavioral signals and self-reported intent, improving classification accuracy from 55% to 87.2%.
- Engineered custom internal AI agents to reduce literature reviews from days to minutes, auto-generate interactive journey maps, and draft programmer-ready surveys, saving $150K in vendor and participant costs while enabling product teams to self-serve insights.
- Created synthetic-data agents for competitive benchmarking via heuristic evaluations, card sorts, and tree tests, ensuring continuous researcher validation prior to business decisions.
- Led classical strategic UX studies evaluating digital health, accessibility, and cross-channel sentiment, delivering actionable findings directly to design and development teams.

WHATSAPP (Wamo) — New York, NY
User Experience Researcher — Apr 2025 – Sept 2025

- Led a rolling UX research program supporting WhatsApp's global monetization launch across 4 test markets, directly informing the expansion strategy for Brazil, India, and Indonesia (spanning 1B+ active users).
- Directed research on the content and visual design of WhatsApp's opt-in consent screen (privacy slate), tracking launch sentiment and iterating with design to successfully reverse a 15-point dip in user trust scores within the first month.

CHARTER COMMUNICATIONS (Platforms & Services) — Madison, WI
Senior User Experience Researcher — Jul 2023 – Dec 2024

- Established the UX research function for internal infrastructure teams, creating aligned roadmaps that integrated customer-facing, support, and infrastructure groups into a single workflow, significantly accelerating how insights were implemented across cross-functional teams.
- Conducted an end-to-end service audit (85 interviews, secret-shopper studies, log and telemetry analysis) to diagnose connectivity issues, uncovering siloed backend systems as the root cause and routing targeted fixes across customer, support, and infrastructure layers.
- Partnered with engineering to build custom measurement capabilities after identifying a critical gap in connectivity data, successfully surfacing 1.4M daily affected users and reducing support inquiries by 40%.
- Secured $5M+ in funding for a new AI framework by presenting comprehensive journey maps and data-backed business cases. This initiative consolidated backend systems, projecting a 45% reduction in churn and a 15% lift in CX metrics within the first quarter of rollout.

META (Ads) — Madison, WI
User Experience Researcher — Aug 2022 – Apr 2023

- Conducted foundational research on small business needs for Meta Business Suite, shaping three AI-driven features (automated messaging, campaign simplification, and AI-assisted ad review) that increased SMB adoption by 22% immediately after launch.
- Directed a rolling GenAI early-access program with 40 SMBs, synthesizing weekly user insights to define core use cases and directly influence Meta's business AI product roadmap.

FORD (AV Next+) — Madison, WI
Design Researcher — Dec 2021 – July 2022

- Designed human-vehicle communication research for Level 4 and 5 autonomous vehicles, defining intent-signaling protocols for both internal riders and external pedestrians. This improved error prevention by 50% and raised perceived safety scores by 2 points, clearing the gateway for on-road testing two months ahead of schedule.
- Evaluated micro-mobility concepts on a vehicle-as-a-platform model, partnering with Human Factors and external delivery partners (Delta, Lyft, DoorDash) to finalize 10+ integration specifications for North American pilot programs.

GOOGLE (Core) — Madison, WI
User Researcher — Sep 2019 – Mar 2021

- Led usability benchmarking and workflow studies for internal developer tools and infrastructure (F1 query engine, data pipelines, crawlers, dashboards) utilized daily by all engineers across Google and third-party users.
- Partnered with Engineering, Product Management, and Data Science to translate research findings into targeted product improvements, reducing new-tool onboarding time by 25% and increasing engineer productivity by 15%.

Education

The University of Texas at Dallas — M.S.
Applied Cognition and Neuroscience (Cognitive Science) — Dallas, TX • Aug 2017 – May 2019

Sinhgad Institute of Technology — B.S.
Computer Science — Pune, India • June 2012 – May 2016

Expertise

Research
Mixed-Methods Research • Qualitative & Quantitative Studies • Usability Testing • Ethnography • Contextual Inquiry • Diary Studies • User Interviews • Heuristic Analysis • A/B Testing • Card Sorting • Tree Testing • Journey Mapping • Statistical Analysis • Research Strategy • Workshop Facilitation • Stakeholder Management

AI & Technical
AI Agent Development • Agent Orchestration • Human-AI Interaction Research • LLM Evaluation • Prompt Engineering • Synthetic-Data Testing • HITL System Design • Claude, GPT, Gemini • Python • SQL • Streamlit & Gradio • Claude Code • GitHub Copilot

Tools
UserTesting • dscout • UserZoom • Maze • Qualtrics • RStudio • Figma • Quantum Metric • Google Analytics • Stravito • Jupyter/Colab