

# Adnan A Syed

Senior / Staff UX Researcher | AI Agents & Human-AI Interaction

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## PROFILE

Mixed-methods UX researcher with 8+ years across Meta, Google, Ford, and Verizon, spanning foundational discovery, evaluative testing, and research strategy. A background in both cognitive science and computer science lets me move across the full arc of research: framing the right questions, running rigorous qualitative and quantitative studies, and turning findings into decisions product teams act on. Lately I've been building AI agents and evaluation tools that extend what research teams can do.

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## 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 • Human-AI Interaction Research • LLM Evaluation • Prompt Engineering • Synthetic-Data Testing • HITL System Design • Claude, GPT, Gemini • LangChain • Python • SQL • JavaScript • Streamlit & Gradio • Cursor / Claude Code / v0 • Git

**Tools:** UserTesting • dscout • UserZoom • Optimal Workshop • Qualtrics • SPSS • RStudio • Figma • Miro • Google Analytics • Jupyter/Colab

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## EXPERIENCE

### Senior UX Researcher – Digital – Verizon

Sep 2025 – Present

- Built production AI agents on live system data. One reclassifies intercept-survey responses by user intent and behavior (flow followed, actions taken, language used) instead of an unreliable self-select list, reducing monthly report synthesis time 85%; the improved model is validated in sandbox and set to replace the legacy system, in partnership with Data Science and Engineering.
- Built a suite of internal research agents: a search agent that cuts historical literature reviews from days to minutes, a journey-map agent that auto-generates interactive maps with insights and issues tagged for stakeholders, and a survey-writing agent that turns a debrief into a programmer-ready file. Together they enable PMs and designers to self-serve insights without UXR intervention and have avoided an estimated \$150K in redundant vendor and participant costs.
- Built GenAI synthetic-data agents that act as an expert UX auditor, not an end user, running heuristic evaluations, tree tests, card sorts, and pre-launch survey-logic checks to benchmark Verizon's portfolio against competitors; human researchers stay in the loop on every dataset used for business decisions.
- Run classical strategic studies for the Digital team on direction from leadership: tracking digital health across accessibility, sentiment, and cross-channel experience, with findings going directly to designers and developers.

### User Experience Researcher – WhatsApp Business (WAMO) – Meta Inc.

Apr 2025 – Sep 2025

- Ran research for WhatsApp's global monetization launch, proving it out in smaller markets (Philippines, Vietnam, Jordan, Ecuador) before the major rollouts in Brazil, India, and Indonesia.
- Led product research on the opt-in consent screen (privacy slate) and tracked launch sentiment; where it dipped, worked with design and content to fix the moments losing user trust.
- Ran a rolling GenAI early-access program with 40 SMBs, meeting 6 a week to shape use cases and feed real feedback into Meta's business AI roadmap.

### Senior User Experience Researcher – Strategic Projects – Charter Communications

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| 2023 – Dec 2024

- Built the research function from scratch (roadmaps, budgets, shared toolkits) so 5+ teams stopped duplicating journey maps and usability tests.
- Dug into billing and connectivity journeys across 20M+ customer accounts, found the 3 friction points doing the most damage, and drove redesigns that cut support tickets 20%.
- Ran 85 interviews, secret-shopper studies, and SQL telemetry that traced recurring friction back to a deeper problem: teams and systems running on different frameworks, with no single source of truth.
- Won \$3M in approved funding for an AI layer to bind those sources into one, making the business case with journey maps and hard numbers showing a 15% CX-metric gain.

### User Experience Researcher – Ads Org – Meta Inc.

Aug 2022 – Apr 2023

- Researched what small businesses needed from Meta Business Suite, shaping 3 AI-driven features (automated messaging, campaign simplification, and AI-assisted ad review before posting) that lifted SMB adoption 22%.

- Ran diary studies with 40 SMBs and expert interviews to find where AI tools broke down in real workflows; content creation turned out to be the wall most small businesses hit first.
- Piloted features across North America and Asian markets with Data Science, driving UI simplifications that lifted adoption 17% in emerging markets.
- Made the case for 3 of 5 AI recommendations to land on the 2023 roadmap, backed by \$4M in projected annual SMB revenue.

**Design Researcher – AV Next+ Org – Ford Motor Co.**

Dec 2021 – Jul 2022

- Led research on human-vehicle communication for Ford’s Level 4 and 5 autonomous vehicles, shaping how the vehicle signaled intent to riders inside and pedestrians outside; across 2 testing cycles, error prevention improved 50% and perceived safety scores rose 2 points.
- Planned and ran studies with SMEs and end users on tight vehicle build cycles, timing research to the prototype’s garage windows and running synthesis workshops that fed physical, digital, and service design teams.
- Tested micro-mobility concepts on Ford’s vehicle-as-a-platform model and partnered with Human Factors and delivery partners (Delta, Lyft, DoorDash) on their integration requirements for North American pilots.

**User Researcher – Core Data Org – Google Inc.**

Sep 2019 – Mar 2021

- Ran usability benchmarks and workflow studies on Google’s internal ML-powered developer tools (F1 query engine, data pipelines, crawlers, dashboards) used daily across engineering.
- Tested with 200 engineers and raised average SUS scores 10 points, driving navigation and discoverability fixes that 5+ teams adopted.
- Cut new-tool onboarding time 25% and raised engineer productivity 15%, partnering with Engineering, PM, and Data Science.

**Experience Researcher – Art Sci Lab**

May 2018 – Aug 2019

- Researched data-to-sound (sonification) systems on a DARPA-funded project with surgeons and scientists (N=15), testing how people read information through audio when getting it wrong has real consequences.
- A/B-tested sonification prototypes with users who rely primarily on sound cues alongside sighted users, cutting data-monitoring errors 30% in pilot studies.

**EDUCATION**

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**M.S., Applied Cognition & Neuroscience** – The University of Texas at Dallas Aug 2017 – May 2019

*Focus: perception, cognition, and human-computer interaction.*

**B.Tech., Computer Science** – Sinhgad Institute of Technology Jun 2012 – May 2016