

DANIEL FAROOQI

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PROFESSIONAL SUMMARY

Ten years at Apple leading mixed methods user research: **70+** studies across **15+** enterprise employee experience products, from foundational strategy to evaluative testing. Researcher at heart, strategist by practice, setting portfolio research strategy and turning qualitative and quantitative evidence into executive decisions and roadmaps.

CORE COMPETENCIES	Research Strategy & Leadership · Enterprise / Employee Experience · Cross Functional & Executive Stakeholder Influence · Mixed Methods User Research (Generative to Evaluative) · Research Operations & GenAI Tooling · Team Enablement & Mentorship · Accessibility
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EXPERIENCE

Apple Inc. JANUARY 2016 – PRESENT

STAFF UX RESEARCHER OCT 2024 – PRESENT · REMOTE, SAN DIEGO, CA

- Generative AI Research:** Lead foundational generative AI research shaping an enterprise support assistant chat experience and its escalation to live chat; since launch it has handled **80k+** interactions, resolving **58%** via virtual agent with **88%** positive or neutral sentiment.
- GenAI Research Operations:** Co-lead the team's GenAI research practice: a governed Claude skill suite for planning, review, synthesis, and synthetic usability, adopted by all 8 researchers. Cut study prep up to **85%**, from 4–5 hours to under one, and analysis time an estimated **60–75%**, close to a day per study.
- Quality & Mentorship:** Set the quality bar for the team's research output through structured critique of study plans, scripts, and reports; author the team's research practice guidance and have mentored **30+** researchers, interns, and contractors over ten years.
- Research Enablement:** Built the shared framework, GenAI tools, and process for four Apple TV enterprise designers already running their own research, then proved it on a concept test for a new rights platform.
- Design Partnership:** Established a structured feedback partnership with the external design team of a major enterprise HR platform, holding the vendor accountable to Apple's standards; drove remediation of **8** critical usability issues across half yearly releases.
- Executive Focus Groups:** Ran global focus groups with senior leaders across Apple to evaluate the legacy compensation planning process and set requirements for its replacement.
- Research Leadership:** Drove research for a new enterprise compensation planning tool, using prior work on legacy platforms and engineering partnered user stories to unblock a stalled project and secure buy in.

SENIOR UX RESEARCHER OCT 2019 – OCT 2024 · REMOTE, SAN DIEGO, CA

- Launch Strategy:** Led cross functional in-app messaging strategy for a major enterprise HR platform launch, directing a design contractor across five products with PM, engineering, copywriting, and change management. Reached **~70,000** users as the **#2** referrer to the launch resource center (~20% of visits).

- **Measurement Program:** Owned the launch measurement program for a major enterprise HR platform (diary study + global survey), surfacing pain points that drove fixes to time off, reporting, and dashboards; metrics went to the CIO and SVP of People.
- **Accessibility Leadership:** Completed an enterprise Accessibility Lead program and implemented a usability and accessibility plan for the enterprise HR platform; presented at an Accessibility Summit and a UX team Lunch and Learn to elevate accessibility practice.
- **Usability Evaluation Program:** Directed a cross functional UX review program (2019–2023), helping **23** product teams meet enterprise design standards, apply consistent usability patterns, and improve overall intuitiveness.
- **Portfolio Strategy:** Served as UX Lead for a multi-product HR employee experience program, setting research strategy across the portfolio and establishing research as a regular part of the HR org's planning cycles.
- **Research Lab:** Designed and oversaw buildout of the team's UX research lab, then led its pandemic driven pivot to a remote research model that scaled to a global participant base.

UX RESEARCHER

APR 2017 – OCT 2019 · CUPERTINO, CA

- **Mixed Methods Research:** Conducted qualitative and quantitative studies across the product lifecycle in lab, remote, and global field environments, spanning identity, access, and workplace experience products.
- **Generative Research:** Led global field research behind a consumer inspired employee equipment storefront that replaced a legacy approval system, cutting order time by **77%** and driving a projected **\$5M** in annual savings.

UX RESEARCH ASSISTANT

JAN 2016 – JUL 2016 · CUPERTINO, CA

- **Research Support:** Supported study vision, interviews, and synthesis; managed participant recruitment, lab operations, and study documentation.

EARLIER EXPERIENCE

- MindTouch Technical Consultant Uncovered usability problems for SaaS clients. 2016 – 2017
- Apple Retail Genius Technician & Mac Trainer Repaired Mac and iOS devices; trained customers and staff. 2009 – 2016

SKILLS

RESEARCH METHODS	Ethnographic & Contextual Inquiry · Usability Testing · RITE · Heuristic Evaluation · Diary Studies · Surveys · Focus Groups · Concept Testing · Card Sorting · Journey Mapping · Innovation & Co-Design Workshops · Persona Development · Affinity Mapping · Thematic Analysis & Coding · Benchmarking · Quantitative & Qualitative Analysis
RESEARCH OPS & GENAI	Research Planning & Repositories · UX Metrics Frameworks · User Studies Legal Review Process · Claude Skill & Agent Development & Governance · Synthetic User Experimentation
TOOLS	Claude Code · Qualtrics · UserZoom · Optimal Workshop · Noldus · Miro · Sketch · Tableau · Keynote · Numbers · Pages · Excel · Final Cut Pro

EDUCATION

University of California, San Diego
B.A., Sociocultural Anthropology · Minor, Environmental Studies

CERTIFICATIONS Apple Certified Macintosh Technician (ACMT) · Apple Certified iOS Technician (ACiT)