Noor Ali-Hasan

Summary

UX research leader with a proven track record of building strong, diverse research teams. Trusted partner to design, product, and engineering leadership who has infused research processes and practices in organizations with little to no prior research presence. Passion for mentoring early and mid-career researchers in everything from qualitative research methods, cross-functional partnerships, communication design, career development, and building confidence & presence.

Research specialties include ethnographic immersions, longitudinal research, international research, and concept + usability research at various fidelities and from early stage conception to product launch. Notable product launches include various features + releases of Android, Pixel phone, Google Play Store, and Chromecast.

Professional Experience

Google   **Mountain View, CA**
Senior Staff User Experience Researcher + Manager - Google Play   **June 2018 - present**

- Led and managed research teams of early and mid-career full-time UX researchers supporting various products including Google Play Store (across various form factors), Entertainment Space, Play Books, Play Movies + TV, and Play Games.
- Built the research practice across several Google Play teams with little to no prior research presence. Partnered with cross-functional leaders to establish research roadmaps, integrate research within the product development lifecycle, and develop research processes.
- Introduced, advanced, and formalized an ethnographic research immersion method. Coached and trained five researchers on the method. Introduced teams of XFN peers + leaders (~80) to ethnographic research through research in Chicago, Helsinki, London, Seoul, Stockholm, and Tokyo. Adapted the method to virtual immersions during the pandemic.
- Conducted foundational and strategic research (including ethnographies, longitudinal research, concept research, and market segmentation) informing future product strategy and roadmaps for several Google Play products.
- Hired, retained, mentored, and coached high caliber UX research talent. Advocated and planned for the successful promotions of five team members. Developed two team members into research managers.
- Planned staffing allocation models, secured headcount, and managed annual operational expenditures budgets (~$1.5M-$2M).
- Developed and facilitated Google-wide UX trainings including giving + receiving feedback, conducting field research, and conducting longitudinal research.
- Regularly interview UX candidates, make hiring recommendations, serve on promotion committees, and coach early career UX researchers at Google and across the industry.

Senior User Experience Researcher + Manager - Android + Pixel   **Mar. 2014 - May 2018**

- Led and executed research for various features of Android including volume controls + do not disturb, notifications, gestures, and launcher for Android releases 6 -10 (Marshmallow, Nougat, Oreo, Pie). Led and executed research for the first Pixel phone. Research methods included concept research, usability research at various fidelities, longitudinal research, field research, ethnographic immersions, and shop-alongs.
- Mentored and managed junior temp user experience researchers and interns, guiding them with research planning, identifying UX issues, and forming UX recommendations.
- Presented foundational research about notifications and attention management at I/O 2016..

User Experience Researcher - Chromecast   **Dec. 2012 - Mar. 2014**
- Established a fast-paced iterative and impactful user research program to evaluate the Chromecast out-of-box and playback experiences before the product launched. Built strong relationships with the engineering and product management teams to ensure that research findings were acted upon in the product's design and development. Presented and synthesized findings to the product's VP and leadership team during several launch readiness meetings.
- Planned and conducted a six month longitudinal study of Chromecast use in St. Louis and the Bay Area. Identified key opportunities and pain points with the day-to-day experience of using the product.

Samsung Electronics   **San Jose, CA**
Staff User Experience Researcher   **Apr. 2011 - Dec. 2012**
- Planned and conducted user research for Samsung Smart TV 2013, using a variety of methods including usability research, card sorting, tree testing, competitive analysis, longitudinal research, and out-of-box experience (OOBE) research.
- Collected and analyzed qualitative data, drafted findings and recommendations, and presented findings to project teams in Silicon Valley and South Korea.

Microsoft Corporation   **Mountain View, CA**
User Experience Researcher II   **Jul. 2006 - Mar. 2011**
- Planned and conducted user research for Microsoft Mediaroom (a TV platform) using a variety of methods including usability research and in-home field studies.
- Collected and analyzed qualitative data, drafted findings and recommendations, and presented findings to cross-functional project teams.
- Tracked, prioritized, and advocated for UX issues throughout the product lifecycle and across releases.
- Conducted usability research for Xbox 360 Kinect (voice + gesture) Netflix and Hulu+ apps.

Skills

Leadership & Management: coaching + mentoring, XFN + executive engagement, teaching + training, developing research roadmaps, career development, leading teams in times of uncertainty, research prioritization, diversity + inclusion, performance management, hiring + staffing research teams, research operations, research workshop + design sprint facilitation

UX Research & Interaction Design: usability research + analysis (at various fidelities), in-depth interviews, concept research, field research + research immersions, out-of-box-experience (OOBE), shop-alongs, longitudinal research, surveys, diary studies, international research, card sorting, tree testing, heuristic evaluation, cognitive walkthrough, competitive analysis, segmentation + personas, A/B studies, eyetracking, FigJam, Optimal Workshop, UserTesting.com, HTML*,* research deliverable design, wireframes, information architecture

Languages: fluent in English and Arabic; elementary study of French and Spanish

Education
University of Michigan, School of Information
Master of Science in Information, Human-Computer Interaction specialization
Thesis: *Analyzing the social patterns and behaviors associated with blogrolls and blog comments*

Southern Illinois University Edwardsville, School of Business
Bachelor of Science, Computer Management & Information Systems and Marketing
Honors: magna cum laude, Dean's Scholars Honors College program, Kimmel Leadership Center Scholarship