

DANIEL FAROOQI

San Diego, CA 619.538.0180 daniel@danielfarooqi.com [Portfolio ↗](#) [LinkedIn ↗](#)

PROFESSIONAL SUMMARY

Researcher at heart and strategist by practice, with ten years at Apple leading mixed methods research: **70+** studies across **15+** enterprise employee experience products, from foundational strategy to evaluative testing. I translate research into executive decisions and roadmaps, and set research strategy across a product portfolio.

CORE
COMPETENCIES

Research Strategy & Leadership · Enterprise / Employee Experience · Cross Functional & Executive Influence · Mixed Methods Research (Generative to Evaluative) · Research Operations & AI Tooling · Team Enablement & Mentorship · Accessibility

PROFESSIONAL EXPERIENCE

Apple Inc. JANUARY 2016 – PRESENT

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

- AI Research Operations:** Built the team's AI research operations from scratch: 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.
- Research Leadership:** Led 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.
- 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.
- 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.
- Generative AI Research:** Led 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.
- Quality & Mentorship:** Set the quality bar for the team's research output through structured critique of study plans, scripts, and reports; authored the team's research practice guidance and mentored **30+** researchers, interns, and contractors over ten years.
- Research Enablement:** Built the framework, AI tools, and process that let four Apple TV enterprise designers run their own research, then proved it on a concept test for a new rights platform.

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

- 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 (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:** Led 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, CAREER EXPERIENCE

JAN 2016 – JUL 2016 · CUPERTINO

- **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 · Persona Development · Affinity Mapping · Thematic Analysis & Coding · Benchmarking · Innovation & Co-Design Workshops · Quantitative & Qualitative Analysis
RESEARCH OPS & AI	Research Planning & Repositories · UX Metrics Frameworks · User Studies Legal Review Process · Claude AI Skills 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)