

DAVID FARKAS, UX, RESEARCH, STRATEGY

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UX Research Manager, Workforce Experience

Cisco, Remote

June 2022 - Present

Built a UX Research team within Workforce Experience Design, focussing on enterprise systems, supporting a team of 20+ product designers across multiple work streams and initiatives with a team of 4 dedicated UX Researchers. Collaborated across business units and aligned with multiple partner research teams within Cisco, supporting both internal needs and contractor and vendor relationships.

UX Research Director

Collabralink, Remote, Washington DC

June 2020 - May 2022

Facilitates research and product efforts across government agencies and subcontractors through service design. Coordinates the research approach, practices, and standards, managing the team's UX Researchers. Supports business development ranging from \$5MM-\$50MM. Leads interdisciplinary project teams of 5-15 individuals.

Associate Director, Experience Design

EPAM, Philadelphia PA

March 2014 – June 2020

Lead client engagements including research, strategy, and UX for products and services. Coordinated across global teams aligning clients, stakeholders, technology, and customers. Managed a small team of UX Practitioners and lead UX efforts.

Design & Strategy

Tamman Technologies, Philadelphia PA

January 2013 – January 2014

Developed design approach and strategy within a startup environment leveraging LeanUX methods. Collaborated on client and internal products with a focus on iterative and qualitative design practices.

Lead Designer

Bresslergroup, Philadelphia PA

June 2012 – January 2013

Lead Designer

Electronic Ink, Philadelphia PA

January 2010 – June 2012

Designer

PNC Bank, NA, Pittsburgh PA

July 2008 – December 2009

BFA Design, BS Human Computer Interaction

Carnegie Mellon University

Presentations & Publications

Collaborative Improv

Published June 2019

Presented at: IAC 2020, DCUX, AYCL Library (UIE), PixelUp 2019, PhillyCHI, CSPhilly, BarCampPhilly

UX Research: Practical Techniques for Designing Better Products

Published November 2016, O'Reilly

Co-author Brad Nunnally

Presented at IA Summit 2018, Online webinars, Drupaldelphia, Abstractions

Additional Presentations

Heuristic Evaluations: Beyond the Academic Review

Support UX

Silver Linings: When Building a Team Fails

The F Word...Fail

Activities & Organizations

PhillyCHI Member (2010 - Present, Officer 2011)

IA Summit Volunteer (2012, 2014)

IxDA Member (2007 – Present)

My Approach

I believe in a collaborative process and meeting my stakeholders and colleagues in their tools and with their vocabulary. I encourage open dialogue and explore strategy through qualitative research, workshop facilitation, and aligning on strategy and success metrics early and often through a product lifecycle.