

# David Farkas, UX Research & Strategy

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## Professional Summary

David Farkas is a User Experience Leader focused on product strategy, research, and service design. With over 15+ years in industry and over 8 years in leadership roles, David is experienced with both in-house and agency teams, leading through interdisciplinary collaboration seeking mutual understanding of goals and motivations.

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## Areas of Expertise

<b>Leadership Skills</b>	Product Vision & Strategy   Mentoring   Cross-product collaboration
<b>Research Skills</b>	Generative & Evaluative Research   Qualitative (Expert) & Quantitative (Familiar) Methodologies   Scaling Research   Heuristic Evaluations   Information Architecture   Workshop Facilitation   Contextual Inquiry
<b>Technical Skills</b>	Agile   JIRA   Prioritization   Staffing

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## Professional Experience

**UX Research Manager**, Cisco IT | Remote June 2022 - Present

Initiated and grew a UX Research team within the Lifecycle Transformation Design department, concentrating on enterprise sales systems, enhancing research capacity and empowering colleagues.

- Hired and led a dynamic team of 4 UX Researchers and hired 3 UX Designers, boosting team productivity and research output through strategic leadership and mentorship.
- Successfully advocated for and achieved promotions for 3 of 7 direct hires within the first year, demonstrating talent development and retention.
- Fostered cross-functional partnerships, aligning with leadership on prioritization and staffing, improving project alignment and efficiency.
- Collaborated across business units, supporting internal needs, contractors, and vendors.
- Led creation and coordination of team-wide wiki for knowledge base.
- Scaled research knowledge through wiki, regular trainings, and open office hours.

**UX Research Director**, Collabralink (Groundswell) | Remote June 2020 - May 2022

Formalized UX Research approach while facilitating research and product efforts across government agencies, and collaborating on business development initiatives.

- Coordinated team of 3 UX Researchers.
- Collaborated on Tech Challenges and business development ranging from \$5MM-\$50MM.
- Led interdisciplinary teams of 5-15 individuals.
- Introduced streamlined Product Vision workshop for remote team collaboration.

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**Associate Director, Experience Design,**  
EPAM | Philadelphia, PA

March 2014 - June 2020

Led engagements including research, strategy, and UX for products and services across a variety of financial, pharmacological, and e-commerce clients.

- Coordinated schedules and deliverables across global teams aligning, stakeholders, technology, and customers.
- Managed a small team of UX Practitioners and led UX efforts while adjusting to shifting project priorities and milestones.
- Represented organization locally and globally through UX Community events as both a volunteer and speaker.

**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

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## Presentations & Publications

**Collaborative Improv,** Published June 2019, [Read More](#)

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

**UX Research: Practical Techniques for Designing Better Products,** Published November 2016, O'Reilly, Co-author Brad Nunnally, [Read More](#)

Presented at: IA Summit 2018, Online webinars, Abstractions

**Heuristic Evaluations, Beyond the Academic Review,** 2015

**Support UX,** MidwestUX 2015

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## Activities & Organizations

PhillyCHI Member, 2010 - Present. Officer 2011

IA Summit Volunteer (2012, 2014)

IxDA Member (2007 - Present)

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## Education

**BFA Design,** Carnegie Mellon University, Pittsburgh, PA

**BS Human Computer Interaction,** Carnegie Mellon University, Pittsburgh, PA