ROBERTO FALLER, Ph.D.
UX Researcher and Project Manager

User Experience Researcher with 10 years of experience managing projects and applying mixed-methods research to inform design and strategy for products and services. Passionate about leveraging emerging technologies and AI to advance human-centered design. Formerly with Memorial Sloan Kettering Cancer Center, UChicago Medicine, Sonoma CAN, and UNISINOS. Skilled at translating complex user data into actionable insights that enhance engagement and streamline workflows.

Experience

UX Researcher and Strategist - Full-time   Jan 2022 - Present
Critical Success Consultancy | criticalsuccess.org | Santa Rosa, CA
- Spearhead the planning and execution of 100+ research studies that craft compelling narratives and drive product decisions.
- Create and maintain project roadmaps, delivering clear progress reports tailored to stakeholders from entry-level staff to executives.
- Facilitate 20+ collaborative workshops addressing user needs and aligning product and service improvements with organizational goals.
- Recruit and manage diverse participant panels, securing data collection that shapes design revisions and enhances accessibility.
- Oversee agile workflows for digital prototyping sprints, accelerating iteration cycles to deliver 240+ high-quality art assets.

UX Researcher and Strategist - Full-time   Jul 2019 - Jun 2022
CoMission Consultancy | Sebastopol, CA
- Managed multiple projects across culturally and ethnically diverse teams of designers, business analysts, and engineers, resulting in higher-quality insights and better cross-team coordination.
- Directed mixed-methods research for local governments, businesses, and nonprofits to uncover user needs, resulting in service solutions that improved engagement and adoption.
- Produced research-driven personas, wireframes, and prototypes that achieved a 100% project launch success rate for clients.
- Delivered actionable insights that increased engagement for local businesses by nearly 20% during the COVID-19 pandemic.
- Designed and facilitated workshops, surveys, and interviews, ensuring products aligned with community goals and user behaviors.

User Experience Researcher - Contract   Jan 2017 - May 2017
Memorial Sloan Kettering Cancer Center | New York, NY
- Led qualitative research to inform digital service models for cancer prevention, improving engagement among pre-cancer populations.
- Conducted 20 expert interviews to identify best practices in data sharing, engagement, and delivery, directly shaping service design.
- Synthesized findings into 20 case studies that surfaced key opportunities for innovation in cancer prevention services.

Personal Info

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Leadership Qualities

Emotional Intelligence, Empathy, Good Communicator, Humility, Transparency, Creativity, Empowerment

Skills

UX Research, Mixed-Methods, Research Planning, Participant Recruitment, Facilitation, Execution, Applied Data Analysis, Financial Acumen, Conflict Resolution, Project Management Tools, Risk Assessment, Quality Assurance, Program Management, Change Management

Tools

Adobe Suite (Photoshop, Illustrator, InDesign), Microsoft Office, Google Workspace, Figma, Mural, UserTesting, Qualtrics, SPSS, Agile, Tableau

Coding Languages

C++, JavaScript, SQL, HTML

Languages

English *(Bilingual)*
Portuguese *(Native)*
Spanish *(Conversational)*

- Transformed ten core insights into a digital platform, creating a cohesive model for prevention and ongoing management.
- Documented research processes and feedback loops, contributing to a knowledge base that streamlined project operations.

User Experience Researcher - Contract   Jan 2016 - Dec 2016
UChicago Medicine | Chicago, IL
- Conducted observational research and workflow analysis in the operating room to identify inefficiencies impacting surgeries.
- Performed 15 surgery observations and 10 expert interviews to uncover systemic issues in team dynamics and information flow.
- Constructed four workflow and communication maps that visualized inefficiencies and guided system redesign.
- Generated four future-oriented scenarios with conceptual solutions that continue to inform ongoing operating room improvements.
- Delivered 20 actionable recommendations that were implemented and now impact all operating rooms in the hospital.

Product Design Program Manager - Full-time   Mar 2011 - Aug 2013
UNISINOS University | Brazil
- Launched and managed a new Product Design undergraduate program, achieving 70% enrollment in the first academic year.
- Developed and facilitated student outreach, design events, and interactive workshops, increasing applications by 25%.
- Oversaw faculty hiring and academic operations to ensure program delivery aligned with evolving design and research practices.
- Built a prototyping lab featuring 40+ fabrication methods, supporting hands-on learning and exploration.
- Established a materials library and digital database with 1000+ materials, enabling experimentation in the design process.

Professor of Design and Games - Full-time   Mar 2008 - Aug 2013
UNISINOS University | Brazil
- Designed 30+ courses on design methods and systems thinking, educating 500+ students in user-centered design principles.
- Mentored 40+ students on design practices during year-long capstone projects, fostering rigorous inquiry and creative problem-solving.
- Implemented a project-based learning approach that increased student engagement by 20%, enhancing hands-on experience.
- Consistently earned high student evaluations (4.8/5), reflecting effective teaching and strong learner outcomes in design education.
- Authored a new undergraduate product design curriculum, resulting in formal institutional approval and successful program launch.

Education

Ph.D. in Design - *Illinois Institute of Technology | Chicago IL*
Master of Science in Materials Engineering - *UFRGS | Brazil*
Bachelor of Science in Industrial Engineering - *UNISC | Brazil*