

ROBERTO FALLER, Ph.D.

UX Researcher and Program Manager

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

Experience

UX Researcher and Program Manager - Full-time (Jan 2022 - Present)
Critical Success Consultancy | criticalsuccess.org | Santa Rosa, CA

- Spearhead the planning and execution of 100+ UX research studies, coordinating recruitment, logistics, and delivery to drive decisions.
- Create and maintain research roadmaps and tracking, delivering clear progress reports to stakeholders from entry-level staff to executives.
- Collaborate with researchers, designers, and stakeholders to align user needs, research goals, and execution with organizational priorities.
- Recruit, screen, and manage diverse participant panels, maintaining consent, incentives, and records to ensure high-quality data collection.
- Oversee research and design workflows, improving scheduling, documentation, and coordination to support rapid iteration cycles.

UX Researcher and Project Manager - Full-time (Jul 2019 - Jun 2022)
CoMission Consultancy | Sebastopol, CA

- Managed multiple concurrent research projects across diverse cross-functional teams, improving coordination, scheduling, and communication.
- Directed mixed-methods research for local governments, businesses, and nonprofits to uncover user needs and improve service 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 managed surveys, interviews, and research logistics, ensuring alignment 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 programs informing digital service models for cancer prevention and improved participant engagement.
- Conducted and coordinated 20 expert interviews, managing scheduling, consent, and documentation to shape service design.
- Synthesized findings into documented case studies that surfaced opportunities for innovation in prevention services and research.

Personal Info

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Location: United States

Leadership Qualities

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

Skills

UX Research, Mixed-Methods,
Research Planning, Participant
Recruitment, Research
Operations, Data Management,
Project Management Tools, Risk
Assessment, Quality Assurance,
Program Management, Agile
Methodology, Change
Management

Tools

Adobe Suite, Figma, Mural,
UserTesting, Qualtrics, SPSS,
Tableau, Project Management
Tools, Microsoft Office, Google
Workspace

Coding Languages

C++, JavaScript, SQL, HTML

Languages

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

- Transformed core insights into structured research outputs that supported platform development and long-term management.
- Documented research processes, metrics, and feedback loops, supporting compliance, reuse, and operational efficiency.

User Experience Researcher - Contract (Jan 2016 - Dec 2016)

UChicago Medicine | Chicago, IL

- Conducted observational research and workflow analysis, managing sensitive data 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 actionable conceptual solutions, influencing 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.

Design Professor - 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*