

||| NASER DEHAIBI

SKILLS

UX Research

- ▶ Survey design
- ▶ Interviews
- ▶ Usability testing
- ▶ Behavioral analysis
- ▶ Ethnography
- ▶ A/B testing

Design Thinking

- ▶ Need finding
- ▶ Benchmarking
- ▶ Persona
- ▶ Storytelling
- ▶ Prototyping

Natural Language Processing

- ▶ Language modeling
- ▶ Sentiment analysis
- ▶ Recommender systems
- ▶ Embeddings
- ▶ Part of speech

Data Analysis

- ▶ Data mining
- ▶ Machine learning
- ▶ Multivariate statistics

Development

- ▶ Python (5 years)
- ▶ R (5 years)
- ▶ JavaScript (3 years)
- ▶ C/C++ (2 years)
- ▶ Java (1 year)
- ▶ SQL (1 year)

LANGUAGES

Arabic (Fluent)

German (Beginner)

SUMMARY

- 5 years experience in user-product research and analyzing behavioral data
- Expertise in quantitative research to synthesize actionable product insights
- Proven track record of working on cross-functional teams, leading quantitative research end-to-end, and communicating with technical and non-technical audiences

EDUCATION

Stanford University

Stanford, CA | Sep 2016 - Jun 2021 (expected)

PhD in ME, Data-Driven Design – specialized in user-product and quantitative research
Entrepreneurship and Innovation Certificate – Graduate School of Business

Coursework: Design Experiments, Statistics, Data Mining, Machine Learning, Design Innovation

University of Michigan

Ann Arbor, MI | Sep 2014 - Dec 2015

MS in Systems Design Engineering – focused on human factors and sustainable strategies

Texas A&M University

College Station, TX & Doha, Qatar | Aug 2010 - May 2014

BS in Mechanical Engineering – Cum Laude and full merit scholarship (2010-2014)

EXPERIENCE

Product Design Researcher, Stanford University

Stanford, CA | Sep 2016 - Present

- Identified actionable insights for designers by validating differences between customer perceptions of sustainability and actual sustainability, received best paper awards
- Developed a natural language processing tool to extract features perceived as sustainable from crowdsourced annotations of online reviews (e.g., via GloVe, TF-IDF)
- Conducted multivariate analyses showing customers resonate 43% more with kitchen appliances that have features perceived as sustainable than without
- Designed hypothesis-driven online surveys and collage experiments (1000+ respondents) to evaluate sustainability requirements and willingness to purchase (e.g., via Qualtrics, Amazon Mechanical Turk)
- Investigated purchasing behavior for sustainable products using A/B testing by modifying online product descriptions and designs

Graduate Teaching Assistant, Stanford University

Stanford, CA | Apr 2017 - Present

- Advised graduate students on user-product research projects and quantitative analyses
- Guided 200+ product design capstone projects using engineering, manufacturing, and marketing models to inform product decisions for maximizing profit
- Facilitated qualitative discussions with experts and students on diversity in engineering
- Led executive-level summer boot camps on design thinking, creativity, and innovation

Co-Founder & CTO, Explorist Inc.

Palo Alto, CA | Oct 2019 - Present

- Conducted extensive qualitative and market research to identify a niche in the travel space
- Developed an AI-powered recommendation feature to curate instant personalized travel experiences using SQL and Python
- Created a product roadmap in Jira and drove software development end-to-end
- Led user studies and usability testing with insights resulting in a 394% organic user growth
- Successfully pitched to Cardinal Ventures, Galvanizer, and Stanford Ignite

LEADERSHIP

Qatar Research Leadership Fellow, Qatar Foundation

Doha, Qatar | Aug 2014 - Present

Awarded a competitive fellowship to pursue higher education (Masters and PhD) in the United States in exchange for advising state-funded research projects