

GABRIELLE DA SILVA CARDOSO

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Senior UX Researcher who turns ambiguous product spaces into clear direction in compressed timelines. Built and ran Cash App's Rapid Research program from scratch, then led foundational research across AI assistants, creator surfaces, and enterprise tooling at Block (Cash App), Meta, and Google, work that shipped to millions and shaped product, trust, and platform decisions. Builds AI research tooling (Claude Code agents, custom skills) that further compresses time-to-insight and extends research influence beyond the researcher in the room.

PROFESSIONAL EXPERIENCE

Senior UX Researcher (AI Strategy) | Block | Nov 2025-Present

Set the research agenda for [MoneyBot, Cash App's AI financial assistant](#), running interviews to prioritized use cases in one week to unblock product and design decisions, then defining memory strategy, trust model, and guardrails as the surface evolved.

- Introduced and coached research and design partners on generative AI prototyping tools (e.g. Visual Studio, Cursor), helping accelerate early concept development and evaluation.
- Conducted foundational research with advanced AI users to inform how memory should function in MoneyBot, shaping roadmap priorities and experience principles.
- Applied generative AI tools (LLMs, automated analysis platforms, synthetic users) to accelerate synthesis and concept validation, reducing turnaround time and enabling faster product decisions.
- Partnered with engineering to define AI guardrails and minimum viable quality (MVQ), informing rollout strategy, experimentation criteria, and launch readiness.
- Identified and prioritized high-impact AI use cases through research with advanced users, informing product investment and roadmap direction.
- Redirected research initiatives that would have produced misleading direction at scale, escalating concerns to product and policy leadership rather than running studies that shouldn't have happened.

Senior UX Researcher (Trust and Safety) | Cash App | May 2022-Nov 2025

Owned end-to-end research programs (planning, recruiting, moderation, synthesis, executive readouts) across AI, identity & access, account health, and integrity, supporting high-velocity product teams.

- Built and ran Cash App's Rapid Research program from scratch, delivering insights to multiple product teams across 4 topics per week, covering pre-launch de-risking, early-stage idea generation, and brand value-prop validation. Created an ongoing customer-signal rhythm that didn't previously exist and shaped how Cash App does evaluative research today.
- Defined customer mental models around restrictions and fairness, informing a platform-wide enforcement strategy and improving clarity and trust in interventions.
- Led foundational research for Cash App's [AI-powered customer support platform](#) serving millions globally across time zones, defining trust boundaries, escalation models, and automation strategy.
- Drove research shaping a new multi-account identity platform supporting monetization workflows, driving ~+22% business signups, ~+50% inflows, and ~+71% transaction growth.
- Led authentication and account recovery research across multi-factor verification, biometrics, and risk-based authentication systems, improving authentication success by ~54% and contributing \$5.2M+ in annual savings.
- Established trust and alignment across product, design, and engineering by reframing security through customer mental models, enabling teams to make more confident and customer-centered roadmap decisions.

UX Researcher (Instagram & Messenger – Expressions Team) | Meta | Jan 2022 - May 2022

Sole UX researcher supporting multiple 0-1 surfaces across Instagram and Messenger, focused on how groups form, communicate, and sustain engagement at scale (products used by hundreds of millions of people globally).

- Led foundational research shaping Broadcast Channels at Instagram, a new creator-to-audience surface with no existing conventions, defining how creators communicate with and monetize audiences at scale, and informing product positioning and go-to-market framing.
- Embedded with the Instagram product team running weekly iterative concept testing across feed, group, and story-sharing explorations, translating sparse, early-stage signals into shippable product direction within sprint timelines on a team that moved on instinct.
- Synthesized behavioral patterns from dozens of qualitative sessions to define core engagement drivers (initiation, participation, retention), shaping early interaction frameworks for group-based experiences.

User Researcher, Enterprise Tools | Google | Jan 2021 - Dec 2021

Owned full-cycle research to redesign Google's global CRM tools, used by thousands of internal sellers worldwide across multiple business lines.

- Led 30+ qualitative sessions (generative interviews, card sorting, mental model mapping) to define a new IA that reduced cognitive load and improved task findability across core sales workflows.
- Influenced platform-wide taxonomy decisions supporting global rollout and long-term system scalability.

UX Researcher Associate | Tesla | Feb 2020 - Mar 2021

- Conducted evaluative and usability research on internal annotation tools supporting Autopilot data labeling, identifying bottlenecks in edge-case handling and informing UI changes that improved labeling speed and accuracy.

Content Strategist, Google My Business | Google | June 2019 - Feb 2020

- Improved clarity and consistency across Google My Business Help content, making it easier for merchants to find information and trust the platform.

Researcher Analyst | Belden Inc. | June 2014 - Dec 2016

- First UX researcher for Belden Brazil; led end-to-end redesign of industrial catalog + web experience based on deep qualitative research and new product taxonomy.

LEADERSHIP & APPLIED EXPERIENCE

- **AI leadership:** Helped teams adopt generative AI tools for research and prototyping workflows.
- **Mentorship & talent development:** Mentored interns and early-career researchers at Cash App, providing structured feedback, research guidance, and career support; multiple mentees successfully converted to full-time roles.
- **Research craft & feedback culture:** Led research critiques and peer feedback sessions, helping raise the quality, clarity, and impact of research outputs across the team.
- **In-person, immersive research:** Conducted in-person fieldwork in Bogotá, Colombia with 50+ customer support advocates, exposing workflow breakdowns invisible in remote research, directly informing three shipped AI products.
- **AI research tooling:** Built uxr-agents, a Claude Code plugin (including the [/scoper](#) skill) that encodes research scoping judgment into AI, recognized internally by management for AI initiative leadership.
- **Built internal AI agents:** (insights agent, Slack summarizer, scoping agent) that extend research influence into product decisions without requiring researcher presence in every meeting.

EDUCATION & CERTIFICATIONS

- Journey Mapping to Understand Customer Needs — Nielsen Norman Group
- UX/UI Design Certificate — UC Berkeley Extension
- B.S. Marketing Technology — Universidade Metodista de São Paulo