

ALISA FRIK, Ph.D.

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SENIOR UX RESEARCHER

With a Ph.D. and **12+ years of experience** leading applied **mixed-methods research** in business (including **Google, Meta, eBay**) and academia, I leverage behavioral science insights to bridge user, business, and regulatory needs, translating complex usability & compliance challenges into actionable **UX strategies**. My work has driven user-centric innovation, roadmap decisions, competitive advantage, and increased user trust for **global technology products, including AI**. My strategic UX research improved compliance agility, reduced research cycle time by 8x, and saved \$50K per iteration.

• usability testing • surveys • interviews • focus groups • diary studies • ethnography • A/B testing

WORK EXPERIENCE

Google, AI Innovation and Research team, remote (contract) **2025 Sep – present**

User Experience Researcher (mixed-methods)

- Leading research on sentiments, trust, and privacy controls for 0-1 ambient-sensing **AI assistants**.
- Identifying adoption blockers and personalization preferences for **AI-powered XR features**.
- Driving **cross-functional alignment** across Android / Pixel, XR Glasses, and Gemini teams.

PrivacyRescue, Consulting Collective

2023 Mar – present

Co-Founder, Strategic User Experience Research Lead

- Leading **end-to-end UX Research** for digital identity, privacy, security, safety and trust solutions.
- Providing **strategic guidance** on user trust, data transparency, and regulatory messaging to legal and tech companies (incl. Google), nonprofits and government agencies (e.g., DMV) resulting in 4X growth in product adoption, user retention, customer satisfaction, and reduction in compliance risks.

UC Berkeley & International Computer Science Institute, Berkeley, CA

2023 Mar – present

UX Researcher, Usable Privacy and Security research group

2023 Mar - present

Research Data Analyst, Electrical Engineering & Computer Science

2025 Jan - Aug

Leading **full-cycle, fast-paced, high-impact applied research** projects. Mentoring junior researchers.

- Delivered research insights cited 1,500+ times that **informed industry best practices**, shaped **product strategies**, and improved user experience for leading technology products (e.g., eBay).
- Presented **actionable product & policy recommendations** at top-tier conferences and industry events, led workshops and panel discussions, served on program committees to shape research agendas, peer review & **mentor**, and showcase **thought leadership**.

Meta (WhatsApp), Menlo Park, CA (full-time)

2021 Jun – 2023 Feb

Senior User Experience Researcher (mixed-methods)

Led end-to-end strategic UX research for 2.5B global users. Mentored junior researchers.

- Developed WhatsApp's privacy-aware **design framework**. Translated user insights into product **strategy**, segmentation, metrics, and roadmaps, resulting in faster regulatory response, avoiding penalties, and 38% increase in user privacy perception and trust scores.
- Pioneered **frameworks, research programs, and metrics** for **scaled rapid evaluation** of privacy disclosures that reduced research cycle time by 8 times and saved ~\$50K per research iteration.
- Drove **alignment across cross-functional stakeholders** and leadership in a fast-paced environment.
- Guided product teams to incorporate privacy into the settings, features, and in-app communications, resulting in positive media coverage and improved user experience, based on user testing results.

ADDITIONAL RELEVANT WORK EXPERIENCE

National Institute of Informatics (NII), Tokyo, Japan

2023 Oct - 2023 Dec

Visiting Researcher

Experimentally tested the impact of warnings on user perceptions and **reduced sharing intentions of AI-generated deepfake videos**. Provided recommendations for reducing online misinformation spread.

UC Berkeley & International Computer Science Institute, CA (full-time)

2017 Sep – 2021 Jun

User Experience Researcher, Usable Privacy and Security research group

2017 Sep - 2021 Jun

Postdoctoral Researcher, Electrical Engineering & Computer Science

2018 Jun - 2021 Jun

- Produced **actionable insights for diverse audiences** from user research studies.
- Spearheaded **cross-institution collaborations** to maximize research impact and resource efficiency.
- Secured over \$3M in competitive research funding to drive **innovative scalable safety solutions**

Carnegie Mellon University, Pittsburgh, PA (contract)

2017 Apr - 2017 Sep

Researcher, working with Prof. Alessandro Acquisti

Experimentally tested the impact of online ads on product search and purchase behavior.

Carnegie Mellon University, Pittsburgh, PA

2015 Sep - 2016 Jul

Visiting Researcher, H. John Heinz III College of Information Systems and Public Policy

Defined research agenda, designed experiments to test the impact of online ads on consumer behavior.

EDUCATION

PhD, Human-Computer Interaction

2013 Oct - 2017 Apr

University of Trento, School of Social Sciences, Italy

(Specialization in Behavioral Sciences, Decision-Making)

Bachelor's and Master's degree in Management,

2008 Sep - 2013 Jun

Omsk State Transport University, Institute of Management and Economics, Russia

diploma cum laude, GPA 5.0/5.0

TECHNICAL SKILLS AND SOFTWARE

- **Mixed Methods** (concept testing, interview, survey, focus group, diary, ethnography, card sorting)
- **Data analysis** (Quantitative: Python, R, Stata, MS Excel; Qualitative: MaxQDA, Dedoose)
- **Survey design** (Qualtrics, Google Forms, SurveyGizmo/Alchemer, SurveyMonkey)
- **Recruitment & Remote Testing**: Prolific, UserTesting, Optimal Workshop, UserFeel, UserBob, etc.
- **Soft skills**: Effective Leadership, time management, cross-functional collaboration, communication

HONORS AND AWARDS

- Norm Hardy prize for usable security. Foresight Institute
- TIM - Telecom Italia full-time PhD scholarship
- Erasmus Mundus MULTIC Program Mobility Scholarship
- Center for Long-Term Cybersecurity Honorarium
- Center for Technology, Society, and Policy Fellowship

LANGUAGES

- Russian (native)
- English (fluent)
- Italian (fluent)
- Spanish (intermediate)