

Guillaume Faddoul

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SUMMARY

UX Researcher with 7+ years of experience in analyzing human-computer interaction and transforming user behavior insights into product strategy. Skilled in qualitative and quantitative research methods, usability testing, and behavioral analysis. Strong record of analyzing and delivery actionable insights that inform design and product development.

SKILLS

- **Research Methods:** Quantitative, Qualitative, Mixed Methods, Usability Testing, Interviews, Surveys, Experimental Design, Market Research
- **Technical and Data Analysis:** Statistical Analysis, Data Storytelling, Behavioral Analytics, Gen AI
- **Programming and Tools:** Python, SQL, Figma, Tableau, Jupyter Notebook, MySQL, Qualtrics, Nvivo
- **Soft Skills:** Cross-Functional Collaboration, Communication, Strategic Thinking, Research Leadership

KEY UX RESEARCH EXPERIENCE

Augmented Reality as Marketing Innovation Strategy

- Led a study on user behavior in AR-based shopping environments to inform marketing strategy
- Conducted interviews and thematic analysis, resulting in 3 actionable recommendations
- Cited in 3 peer-reviewed publications

Framework for Storytelling via Virtual Narrators

- Designed a framework to measure storytelling effectiveness in virtual experiences
- Created surveys and used structural equation modeling and multifactorial analysis to assess user engagement
- Findings influenced interface design for digital learning tools and cited in 29 publications

The Virtual Diabetician

- Used user experience research insights to develop a mobile application using virtual companions to support diabetes education
- Led usability testing and mixed-method analysis through interviews and surveys
- Cited in 6 publications and contributed to healthcare app enhancements

PROFESSIONAL EXPERIENCE

Professor: Data and Analytics

San Francisco State University - San Francisco, CA

Aug 2018 – Present

- Led interdisciplinary UX research in HCI, augmented reality and consumer behavior
- Conducted market research, user testing and behavior analysis to influence product design
- Research cited in 30+ academic publications

Outreach Project Manager (Volunteer)

Feb 2023 – Feb 2024

Project Management Institute - San Francisco, CA

- Co-led a 3-month UX/product development event with cross-functional stakeholders
- Coordinated cross-functionally with marketing, design, and IT departments

Adjunct Professor: Programming

Glendale Community College - Glendale, CA

Feb 2017 – June 2018

- Taught and mentored 50+ students per semester in C++ and Java

EDUCATION

Ph.D., Information Systems and Technology

Claremont Graduate University - Claremont, CA

Aug 2013 – Aug 2018

Master of Business Administration, Concentration Information Technology

Virginia Tech - Blacksburg, VA

Aug 2011 – May 2013

Master of Engineering, Computer Engineering

Virginia Tech - Blacksburg, VA

Aug 2008 – Dec 2010

Bachelor of Science, Computer Engineering

Virginia Tech - Blacksburg, VA

Aug 2005 – May 2008