

DANYELL JONES

Senior UX Researcher | Platform & Systems Research

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SUMMARY

Senior UX Researcher with 10+ years of experience defining research strategy, leading discovery, and scaling research practices in fast-moving product organizations. Skilled in systems thinking, cross-functional alignment, and translating qualitative and quantitative research into roadmap decisions and product tradeoffs. Experienced building research infrastructure from the ground up and driving user-centered decision-making across complex platform and developer tool environments.

CORE EXPERTISE

- Research Strategy & Systems Thinking: Problem framing, discovery leadership, product definition, success metrics, systems evaluation
- Research Methods: Mixed methods, interviews, usability testing, surveys, benchmarking, behavioral analysis, post-launch validation
- Cross-Functional Influence: Roadmap prioritization, tradeoff articulation, engineering partnership, stakeholder alignment
- Scalable Research Practices: Standards development, evaluation frameworks, research repositories, research enablement
- Tools: Qualtrics, UserTesting, Figma, Jira, AI-assisted analysis (NotebookLM, internal/proprietary LLM tools)

EXPERIENCE

Meta Reality Labs | Senior UX Researcher | Research Manager | April 2020 - March 2026

Drove large-scale qualitative and mixed-methods UX research programs informing product strategy and platform development across developer tools and consumer-facing initiatives.

- Proposed and launched the DPP Usability Program from the ground up, defining UXR Quality Scorecards adopted across developer-facing teams and shifting usability evaluation from a one-off activity to a shared decision-support framework used in product and release decisions.
- Led end-to-end research strategy for cross-surface builder journeys spanning Unity, Android Studio, and Meta Spatial SDK, establishing repeatable evaluation standards that shifted prioritization discussions from subjective feedback to evidence-based decision-making.
- Reframed reliability from a system metric to a developer trust judgment for SceneAPI, giving cross-functional teams across the US and Zurich a shared language that changed how they evaluated roadmap tradeoffs and prioritized investment.
- Led UX research informing a high-visibility consumer product launch on Facebook, providing insights that gave leadership confidence to greenlight the product and shaped its evolution from a one-day activation into an ongoing platform reaching millions of users within its first week.
- Integrated AI-assisted qualitative analysis tools including NotebookLM and internal LLM platforms into my research practice, accelerating time to insights while maintaining quality standards to ensure rigor wasn't sacrificed for speed.

ZS Associates | UX Research Lead | March 2018 - February 2020

Scaled a UX research function within a professional services and management consulting environment, building client-facing research capabilities and embedding rigorous evaluation methodologies into cross-functional workflows across US and India-based teams.

- Introduced task-based benchmarking to ZS based on established usability science frameworks, developing adapted evaluation standards in collaboration with US and India-based cross-functional teams that established empirical product area benchmarks and trained XFN partners to conduct independent evaluations. This work served as the direct precursor to the DPP Usability Program at Meta.
- Built scalable research repositories and structured evaluation frameworks to improve knowledge reuse and cross-functional decision consistency across distributed teams.
- Mentored UX researchers to improve research quality, methodological consistency, and execution standards across client engagements.

Relativity | Senior UX Researcher / UX Architect | January 2015 - March 2018

Built and established the UX research practice within an enterprise SaaS environment, improving product quality and decision clarity across complex workflows.

- Reframed machine-assisted email threading from a usability problem to a decision-support challenge, delivering a redesigned experience that at launch became one of the most widely adopted capabilities in the platform and established UX research as a contributor to analytical feature direction.
- Built and scaled a participant research panel from 6 to 300+ members in under two years, reducing recruiting friction and accelerating research delivery across product teams.
- Designed and implemented usability testing, benchmarking, and survey programs that improved product quality assessment and informed roadmap prioritization across complex enterprise workflows.
- Tested a mid-development prototype and used video evidence of usability issues to change the direction of a product the PM was ready to ship. His support prompted the creation of Relativity's first research repository, adopted org-wide.

EARLY CAREER

UX Researcher, CDK Global & Rightpoint (2013-2015): Conducted usability research, workflow evaluations, and discovery across automotive software and client engagements, translating qualitative findings into design recommendations that informed product direction.

LEADERSHIP & TEACHING

Adjunct Faculty, DePaul University

- Teach graduate-level HCI and UX research courses, designing curriculum that bridges academic rigor with applied industry practice.
- Recipient, 2023 Excellence in Teaching Award.

Thought Leadership

- ConveyUX (2019, 2025)
- Invited panels (UXPA / UXDA) on inclusive research and AI in UX

EDUCATION

Master of Science, Human-Computer Interaction | DePaul University

Bachelor of Arts, Psychology | DePaul University

CERTIFICATIONS

Teaching and Learning with Generative AI Certificate | DePaul University Center for Teaching and Learning | March 2026