

DANYELL JONES

Staff UX Researcher | Mixed-Methods Research & Evaluation

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SUMMARY

Staff UX researcher with 15+ years driving research across enterprise SaaS, legal tech, pharmaceutical software, and consumer platforms, most recently at Meta. Brings the ability to diagnose and articulate what's actually broken, turning unclear problems into researchable questions and designing qualitative and mixed-methods research to answer them. Most effective when there's an opportunity to take an existing research practice further than it's been able to go on its own.

CORE EXPERTISE

- **Research Strategy & Systems Thinking:** Problem framing, discovery leadership, product definition, success metrics, systems evaluation
- **Research Methods:** Mixed methods, contextual inquiry, field studies, interviews, usability testing, diary studies, card sorting, tree testing, first-click testing, heuristic evaluation, surveys, benchmarking, behavioral analysis, post-launch validation
- **Cross-Functional Influence:** Stakeholder management, roadmap prioritization, tradeoff articulation, engineering partnership, data science collaboration
- **Research Infrastructure & Enablement:** Standards development, evaluation frameworks, research repositories, research enablement
- **Tools:** Qualtrics, UserTesting, dScout, Optimal Workshop, Figma, Jira, AI-assisted analysis (NotebookLM, internal/proprietary LLM tools)

EXPERIENCE

Meta

Senior UX Researcher

April 2020 - March 2026

Led qualitative and mixed-methods user research programs across developer, professional, and consumer platforms at Meta, building evaluation infrastructure and frameworks that turned subjective feedback into actionable metrics teams could use to structure their roadmaps.

- Gave 4 developer platform teams a consistent evidence standard for product and release decisions by defining UX Quality Scorecards across Android, Unity, XR Simulation, and Monetization, delivering 6 studies in a single half-year cycle.
- Shifted the Developer Platform team's research strategy to systematic quality evaluations by proving that journeys could be assessed across 3 distinct surfaces, creating organizational support for dedicated product benchmarking.
- Reduced ambiguity around research findings by creating and implementing a platform-wide reliability score grounded in developer trust in addition to system performance, giving cross-functional teams a consistent standard for roadmap prioritization and investment tradeoffs.
- Shaped mobile developer personas and informed HSR development by mapping creator mental models around onboarding, creation, and cross-platform porting workflows across Horizon Worlds and Roblox, surfacing key friction points relative to creator expectations across platforms.
- Redirected executive product direction through research showing an exclusive evergreen strategy would build more brand trust than a one-time activation. The resulting surface reached 4.35M visitors and 526K followers within its first week.
- Reframed a climate initiative around user trust and empowerment by showing that science-backed, actionable content drove platform connection more than generic conservation messaging, moving from concept to soft launch in under 4 weeks and enabling a content partnership with Cambridge University.

ZS Associates

UX Research Lead

March 2018 - February 2020

Built out ZS's in-house UX research function alongside an established consulting research practice, developing evaluation standards and research infrastructure that served distributed product teams across the US and India.

- Scaled research capacity across 3 products by training cross-functional partners to conduct independent usability evaluations, using task-based benchmarking frameworks adapted for the consulting environment.
- Shaped how a pharmaceutical sales conversational AI responded to salesperson needs by leading nationwide qualitative research that informed the interaction design and initial product direction.
- Reduced duplicated research effort and accelerated insight sharing company-wide by building scalable research repositories, providing research transparency and direct access to data.

Relativity

Senior UX Researcher / UX Architect

January 2015 - March 2018

Founded the UX research practice at Relativity, establishing research credibility and infrastructure in a fast-paced agile legal tech SaaS environment where it previously had limited scope and visibility.

- Established UX research as a contributor to AI feature direction by reframing how the team approached machine learning-assisted email threading, delivering a redesigned experience that became one of the most widely adopted capabilities in the platform at launch.
- Accelerated research delivery across product teams by growing a participant panel from 6 to 300+ members in under two years, eliminating recruiting bottlenecks that had slowed study timelines.
- Discovered and addressed a critical knowledge-sharing gap by creating Relativity's first org-wide research repository to maintain findings, increasing research visibility across the organization.

EARLY CAREER

UX Researcher, CDK Global & Rightpoint (2013-2015): In-house and agency research covering automotive, healthcare, pharmaceutical, and health advocacy; includes qualitative research, prototyping, usability testing, IA research, and persona development

PROJECTS

- *AI-Assisted Information Triage System | Independent Project*: Designed a lightweight system to compile, classify, and track job opportunities across multiple platforms, using AI to triage results while keeping evaluation decisions human-driven.
- *Faculty Mentor, Jarvis Challenge 2026 | DePaul University*: Mentoring student teams developing an AI-powered university chatbot, providing guidance on product thinking, user needs framing, and applied AI implementation.

LEADERSHIP & TEACHING

Adjunct Faculty, DePaul University (2016 - Present)

- 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