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exhibitsticker.com



Kenzie Snyder, PhD  · 3rd

Senior UX Research Leader at Instagram; Research Lead on Threads



- Threads
-  Columbia University in the City of New York

New York, New York, United States · [Contact info](#)

1,543 followers · 500+ connections

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About

Senior Mixed-Methods Research Lead

I am a seasoned expert in social science research methods, with a proven track record of shaping product strategy in high-stakes corporate environments. My work has influenced some of the world's most widely used and impactful products.. ...see more

 **Top skills**

Cross-functional Team Leadership • Qualitative & Quantitative Research Methodologies • Build Strong Relationships • Product Development • Analytical Skills

→

Activity

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Posts

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 Kenzie Snyder, PhD reposted this

**Don Pinkus** · 3rd+
I like using technology to improve people's liv...
1mo · Edited · 🔄

Meta Layoffs

--

Tuesday Edit

In 24 hours we've had this many sign-ups:
~175 companies
1.3K people
150 co-founders ...more

 Kenzie Snyder, PhD reposted this

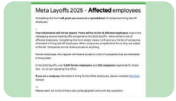
**Alexander Espinoza**
Co-Founder & CEO
1mo · 🔄

Are you a marketer looking to move around cities? We're driving the **Circuit** brand!

This isn't just another market. We help build a company that thrives on mobility. This role will lead in content, digital, and marketing. Circuit's growth. ...more

https://www.linkedin.com/in/kenzie-snyder-phd-860489105/

1/7



Meta Layoffs 2023 - ...
docs.google.com



2,922 · 92 comments · 270 reposts







CIRCUIT



56 · 11 comments

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Experience



Senior UX Research Lead
Threads · Full-time
Jul 2023 - Present · 1 yr 9 mos
Hybrid

I established the research practice for a 0 to 1 app, integrating research into product development. Currently, I lead research for the core app ...see more

 Cross-functional Team Leadership, Strategic Planning and +4 skills



Lead UX Researcher
Instagram · Full-time
Jun 2019 - Present · 5 yrs 10 mos
Greater New York City Area

I play a key role in ensuring the Instagram app remains high-quality, user-centric, and globally accessible. I led the research for the first ma ...see more

 Survey Methodology, Cross-functional Collaborations and +6 skills







UX Researcher
Facebook
May 2017 - Jun 2019 · 2 yrs 2 mos
Greater New York City Area

I supported research for various consumer-facing products, including Birthday, Collaborative, and Public Figure Stories, as well as Searc ...see more

 Survey Methodology, A/B Testing and +7 skills





Social Media Advisor & Research / Data Analysis Consultant
Mental Notes LLC
2016 - Dec 2016 · 1 yr
Greater New York City Area

Served as the primary scientific consultant for a boutique advisory firm specializing in engagement, communication, team dynamics, em ...see more

 Survey Methodology, User Research and +11 skills



Doctoral Student In Social Psychology
Columbia University in the City of New York
Sep 2011 - Dec 2016 · 5 yrs 4 mos
New York City

Developed and designed an original research program examining the intersection of social support and self-regulation, utilizing intens ...see more

 Survey Methodology, Statistical Data Analysis and +12 skills



A Preference for Self-Reliance. Beyond the Typical Conceptualization of Social Support in Close...
Social support is classically conceptualized as “what you can do” or “what you can offer” to support someone in...

Show all 7 experiences →

Education



Columbia University
Doctor Student In Social Psychology, Close Relationships, Self-Regulation, Quantitative Methodology, Intensive Longitudinal Design
2011 - 2016
Activities and societies: Taught courses to positive reviews: Abnormal Behavior (Fall 2013, 2015), The Science of Psychology (Spring 2012)
My dissertation focus is: Self-Reliance in Close Relationships. I am interested in the intersection between individual differences and social sup| ...see more

Analytical Skills



Mount Holyoke College
Bachelor's degree, Psychology and Journalism
2004 - 2008
Activities and societies: Psi Chi Honorary Society
Graduated Magna Cum Laude

Skills

Strategic Planning

Senior UX Research Lead at Threads

Climate Change Adaptation

Senior UX Research Lead at Threads

Show all 49 skills →

Publications

Close relationships and health in daily life: a review and empirical data on intimacy and somatic symptoms
Psychosomatic Medicine · May 1, 2012

Show publication ↗

Objective: To review research on close relationships and health in daily life, with a focus on physiological functioning and somatic symptoms, and to present data on...
Other authors

Specialized Learning in Antlions (Neuroptera: Myrmeleontidae), Pit-Digging Predators, Shortens Vulnerable Larval Stage

Plos ONE · Mar 29, 2011

Show publication ↗

We demonstrate a novel manifestation of antlions' learned response to cues predicting prey arrival, behavior that does not match the typical "learning curve" bu...

Other authors

Courses

Advanced Seminar in Current Personality Theory and Research

 Associated with Columbia University in the City of New York

Analysis of Change

 Associated with Columbia University in the City of New York

Show all 7 courses →

Honors & awards

Named Fellowship

Jan 2013

 Associated with Columbia University in the City of New York

Graduated Magna Cum Laude

 Associated with Mount Holyoke College

Show all 3 honors & awards →

Organizations

Association for Behavioral & Cognitive Therapies, Association for Psychological Science, American Psychological Association, Int Association for Relationship Research, Society for Personality & Social Psychology, Stress & Anxiety Research Society

Interests

Top Voices Companies Groups Newsletters Schools



Arianna Huffington  · 3rd
Founder and CEO at Thrive Global
9,610,343 followers

+ Follow



Daniel Goleman  · 3rd
Director of Daniel Goleman Emotional Intelligence Online Courses and Senior Consultant at Goleman Consulting Group
5,807,287 followers

+ Follow



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For Business

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Senior UX Research Leader at Instagram; Resea...

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← Experience



Senior UX Research Lead

Threads · Full-time

Jul 2023 - Present · 1 yr 9 mos

Hybrid

I established the research practice for a 0 to 1 app, integrating research into product development. Currently, I lead research for the core app experience, providing insights in a fast-paced environment to mitigate risks, optimize the user experience, and direct leadership's focus to critical user needs. Beyond shaping research strategy, I contribute to product strategy, helping to grow Threads to 320 million monthly active users, with a projected increase to 33.9 million MAUs in the US by 2025

Skills: Cross-functional Team Leadership · Strategic Planning · Build Strong Relationships · Climate Change Adaptation · Establishing Priorities · Written Communication



Lead UX Researcher

Instagram · Full-time

Jun 2019 - Present · 5 yrs 10 mos

Greater New York City Area

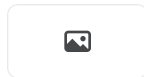
I play a key role in ensuring the Instagram app remains high-quality, user-centric, and globally accessible. I led the research for the first major upgrade to Instagram's navigation and design in a decade. I also pioneered a survey methodology that transformed the company's understanding of session-level experiences. My focus spans both immediate and long-term UX improvements. I am particularly drawn to research opportunities that align with my expertise as a relationship scientist, including user interactions and community building.

Skills: Survey Methodology · Cross-functional Collaborations · Communication · Product Development · Mentoring · Qualitative & Quantitative Research Methodologies · Creative Problem Solving · Cross-functional Team Leadership



Instagram unveils biggest changes to home screen in 10 years

Navigating Instagram is about to look a little different.



Introducing a New Home Screen for Instagram

At Instagram, our focus has always been on young people and creators because they're trendsetters....



UX Researcher

Facebook

May 2017 - Jun 2019 · 2 yrs 2 mos

Greater New York City Area

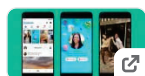
I supported research for various consumer-facing products, including Birthday, Collaborative, and Public Figure Stories, as well as Search and Check-ins. I led UX research on Local Discovery products, designed to help users connect with local businesses on Facebook. My work involved understanding both consumer and business needs, driving the launch of a revised Recommendations & Reviews system.

Skills: Survey Methodology · A/B Testing · Business Insights · Design Thinking · Product Development · Qualitative & Quantitative Research Methodologies · Creative Problem Solving · Product Testing · Usability



Getting Recommendations From Facebook Friends

You can create a question post for your Facebook timeline that encourages your friends to give their...



Facebook wants to make your birthday super awesome
fun spectacular

Social Media Advisor & Research / Data Analysis Consultant

Mental Notes LLC

2016 - Dec 2016 · 1 yr

Greater New York City Area

Served as the primary scientific consultant for a boutique advisory firm specializing in engagement, communication, team dynamics, employee satisfaction, change management, and organizational behavior optimization. I developed theoretical content, intervention strategies, and training programs for web and mobile applications. Clients included Microsoft, United Surgical Partners, and Onvia.

Skills: Survey Methodology · User Research · Social Media · Design Thinking · Communication · Research Projects · Qualitative & Quantitative Research Methodologies · Creative Problem Solving · Research · User Interviews · Research Design · Usability · Research Methods



Doctoral Student In Social Psychology

Columbia University in the City of New York

Sep 2011 - Dec 2016 · 5 yrs 4 mos

New York City

Developed and designed an original research program examining the intersection of social support and self-regulation, utilizing intensive-longitudinal and in-lab experimental designs across five unique studies. Collaborated with postdoctoral researchers, graduate students from Columbia and other universities, and two high schools to conduct innovative research, resulting in five submissions to peer-reviewed journals and over 20 presentations nationally and internationally.

Managed and mentored four research assistants, overseeing the development, completion, and presentation of their individual projects at local and national conferences.

Created an original coding scheme for behavioral observation of support discussions between romantic partners.

Taught six undergraduate courses in psychology and statistics.

Skills: Survey Methodology · Statistical Data Analysis · Social Psychology · Experimental Design · Analytical Skills · Social Support · SPSS · Longitudinal Data Analysis · R · Qualitative & Quantitative Research Methodologies · Research Design · Interpersonal Relationships · Research Methods · University Teaching



A Preference for Self-Reliance. Beyond the Typical Conceptualization of Social Support in Close...

Social support is classically conceptualized as "what you can do" or "what you can offer" to support someone in...



Contributing Writer

Elite Daily

2013 - 2016 · 3 yrs

Greater New York City Area

Contributing writer at Elite Daily. Topics include romantic relationships, well-being, delayed gratification, with the objective of making psychology research more accessible and relatable to a general audience:

<http://elitedaily.com/users/ksnyder/>

Skills: Communication



Lab Manager

Columbia University in the City of New York

Sep 2008 - May 2010 · 1 yr 9 mos

Greater New York City Area

- Served as overall manager of 7 experimental and observational research projects, including NIH grants and IRB administration, participant recruitment, data analysis, and presentation of results.
- Prepared and managed biological samples, including saliva samples for cortisol and genetic analyses.
- Supervised and managed over 40 research assistants in 5 different

research projects including behavioral observation, daily diaries, panel designs, lab and survey-based experiments, and in-depth interviews.

Skills: Survey Methodology · Social Support · Communication · Mentoring · Research Projects · SPSS · Longitudinal Data Analysis · Qualitative & Quantitative Research Methodologies · Creative Problem Solving · User Interviews · Research Design · Build Strong Relationships · Data Analysis · Statistics · Research Methods

