Tennessee v. Meta
Case No. 23-1364-IV
PX-04193

Contact

www.linkedin.com/in/shayli-jimenez-7b462520 (LinkedIn)
shayliroiz.wixsite.com/mysite (Personal)

Top Skills

Qualitative Research
Trend Research
Storytelling

Languages

Spanish (Limited Working)

Shayli Jimenez

Sr. UX Researcher
Menlo Park, California, United States

Summary

Skilled research leader with expert ability to visualize and verbalize complex concepts to drive strategic planning and innovative solutions. Self-driven, motivated by creative liberty and a collaborative work environment.

Experience

Meta
Senior UX Researcher
November 2023 - Present (1 year 4 months)
Menlo Park, California, United States

Reality Labs

Primary Responsibilities

-Develop research based strategies to find PMF for emerging technologies (GenAI) and platforms (Horizon, metaverse)with target audiences

Instagram
Senior UX Researcher
March 2020 - October 2023 (3 years 8 months)
Menlo Park, California, United States

Primary Responsibilities

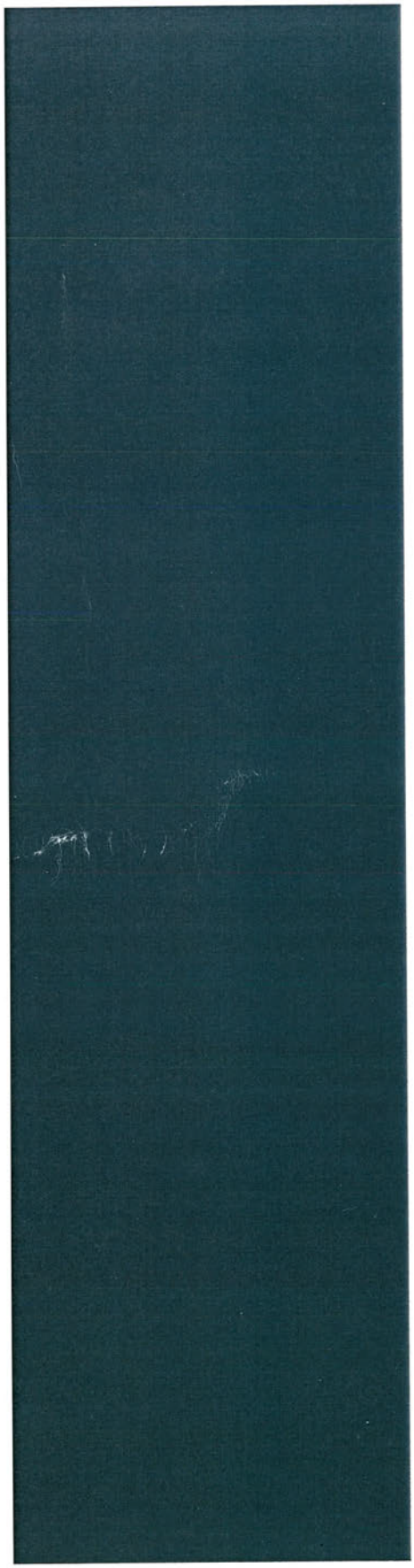
- Identify and lead company wide priorities delivering best-in-class research insights with product and operational recommendations

- Collaborate with XFN partners to create compelling product solutions and narratives that drive strategic shifts in product development and innovation approaches

Facebook
Senior UX Researcher
August 2015 - February 2020 (4 years 7 months)
Menlo Park, California, United States

Primary Responsibilities:

EXHIBIT
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depobook.com



- Design, execute, analyze and report research of various methods including interviews, focus groups, participatory design, contextual inquiry, international fieldwork, diary study, intercepts, usability testing, surveys and content analysis

- Synthesize results of multiple research projects to provide comprehensive insights to drive product strategy

- Lead a team of researchers to triangulate skills and strengths to answer complex research questions

- Establish foundational body of knowledge through user research and data analysis for new products

USA TODAY
Senior User Experience Designer
April 2013 - August 2015 (2 years 5 months)

Primary Responsibilities:

- Create wireframes for diverse user experiences across desktop, tablet and mobile platforms

- Lead usability testing and UX research for proposed and existing user experiences

- Interpret and apply web analytics to support proposed user experience solutions

- Mentor junior associates in user research practices

Aquilent
User Experience Consultant
October 2012 - April 2013 (7 months)

Primary Responsibilities:

- Propose, plan and manage remote and in-person iterative usability tests for government
websites, intranet web application sites and tangible testing devices

- Develop high level deliverables to communicate test findings and recommendations to the



client and design and development teams

GEICO
5 years 4 months

Usability Analyst II
June 2009 - September 2012 (3 years 4 months)

Primary Responsibilities:

- Moderate and analyze user experience tests for geico.com, mobile app and internal employee systems

- Lead project meetings and develop custom test plans

- Create interactive prototypes and wireframes using Axure for user testing

- Corroborate test observations with video clips and compile narrative highlights for presentations

- Prepare issue tracking documents, screenshots and mockups to facilitate issue resolution and prioritization

Communications Specialist
June 2007 - May 2009 (2 years)

Consumer Communications:

- Developed content for email campaigns, online newsletter articles, wrote/ edited underwriting and billing correspondence

Corporate Communications:

- Wrote 20 news articles for daily online corporate newsletter and quarterly magazine reaching 21,000+ associates and managed communications plan for non-profit partner to drive event attendance by planning media-driven publicity tactics

Education

American University
Bachelors, Public Communication, Graphic Design · (2006 - 2008)

Germanna Community College
Associates, General Studies · (2004 - 2006)