

IMAN DIARRA

senior UX researcher & product strategist

 iman.studio
 iman@iman.studio

10+ years of mixed-methods product research

Discovery, evaluative, and quantitative research informing product strategy, user experience, and growth.

End-to-end execution

Interviews, surveys, diary studies, concept tests, usability tests, rapid prototyping, experimentation, and behavioral metrics.

Measured impact

Research-backed work contributing to a 37.5-point sign-up increase, \$700 lower cost per trial, 30.6% paywall conversion, 29% engagement growth, and 32% international revenue growth.

product experience

Freelance, UX Consultant

New York, USA • Aug '24 to Now

- owned product discovery, strategy, prototyping, usability testing, and launch for four pre-seed, values-driven startups

Kinship, Head of UX

New York, USA • Jan '24 to Aug '24

- led applied user research, experimentation, end-to-end UX, and cross-functional alignment for a pre-seed mental-wellness startup
- designed and validated a research-backed onboarding system that increased paid sign-ups by 37.5 points in four months, reduced cost per trial by \$700, and delivered a 30.6% paywall conversion rate (the company's highest on record)

Real, Senior Product Designer & Researcher

New York, USA • Mar '22 to Oct '23

- owned mixed-methods research and UX for onboarding as Real expanded into B2B and enterprise markets; increased first-time-user engagement by 29% and supported clinically measurable therapeutic outcomes
- conducted discovery and evaluative research, including member interviews, concept testing, and usability testing, to understand diverse mental-health needs and inform product strategy
- co-led a strategic product pivot and launched a new app in five months, defining the MVP and future roadmap from research findings and clinical constraints
- partnered with clinicians, product managers, and engineers to ensure interventions were evidence-informed, accessible, and emotionally safe

Instrument, Experience Strategist & Researcher

New York, USA • Dec '20 to Jan '22

- led research and experience strategy for player profiles and parental controls for a major gaming client, informing privacy, safety, and engagement decisions
- conducted end-to-end UXR (interviews, rapid prototyping, usability testing) to align safety, privacy, and engagement requirements across parents, teens, and internal stakeholders
- synthesized complex findings into roadmaps, product artifacts, and decision materials used in client strategy and policy decisions

Shutterstock, UX Consultant (Research-Driven)

New York, USA • Aug '18 to Dec '18

- conducted qualitative and quantitative research with international user segments to identify product gaps and growth opportunities
- created a research-informed roadmap and product strategy from identified gaps and opportunities
- designed and validated a beta product that increased international revenue by 32%

Cisco, UX Specialist (Researcher & Designer)

London, UK and San Jose, USA • Aug '15 to Jul '18

- drove end-to-end UX sole researcher & designer on 20+ projects in B2B and infrastructure products
- planned and ran user research on 15+ projects (interviews, contextual inquiry, surveys, usability testing), directly informing product strategy decisions for global teams

toolbox

Rapid experimentation

Opportunity framing

Mixed-methods experiments

A/B testing

Surveys

Interviews

Diary studies

Behavioral metrics

Research synthesis

Journey mapping

Usability testing

Insight communication

Roadmap & MVP definition

Prototyping (lo-fi to hi-fi)

Accessible design

Neuro-inclusive UX

Stakeholder comms

Remote research tools

academic work

Parsons School of Design

- developed and evaluated a 5-day mental-imagery intervention that improved life-satisfaction measures and suicide-risk factors among young Black adults
- invited to present the methods and outcomes at The New School's annual Design & Technology Symposium

education

NYU, Interactive Telecommunications Summer Program

Jun '25

Parsons School of Design, MFA Design & Technology

Aug '18 to Aug '20

Cornell Tech, Product Studio and Startup Studio

Aug '18 to May '19

Nielsen Norman Group, User Experience Certification

Jun '17

University College London, BSc. Information Management for Business

Aug '12 to Aug '15