

IMAN DIARRA

applied researcher + intervention designer



iman.studio



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10+ years studying human needs, designing and building interventions, and working with underserved populations.

Now focused into an applied research practice around neuroinclusive ways of living and working:

How can neuroinclusive environments, interventions, and ways of working help neurodivergent people navigate everyday life, build sustainable momentum in the areas that matter to them, and develop durable wellbeing?

selected applied research

Parsons School of Design | The New School , Researcher & Intervention Designer

New York, USA • Aug '19 to Aug '20

- designed and evaluated a low-resource mental-imagery intervention exploring potential pathways to improved wellbeing among young Black adults experiencing elevated mental-health risk
- conducted mixed-methods research combining exploratory qualitative inquiry, intervention prototyping, participant feedback, and pre/post measures
- developed an accessible remote adaptation when COVID-19 prevented the planned in-person installation-based study
- generated preliminary evidence of changes in life satisfaction, positive expectancy, and self-efficacy and identified directions for further intervention research
- invited to present the research methods and outcomes at The New School's annual Design & Technology Symposium

other applied research + systems design work

Freelance, Applied Research & Product Strategy Consultant

New York, USA • Aug '24 to Now

- partner with values-driven startups to investigate user needs, clarify product and service strategy, prototype interventions, and test assumptions before launch
- designed, prototyped, usability-tested, and launched four MVP products across health, technology, and social-impact contexts

Kinship, Head of User Experience (Research & Design)

New York, USA • Jan '24 to Aug '24

- applied research, experimentation, and intervention design for a mental-wellness product addressing social isolation and loneliness
- translated research findings into a redesigned onboarding intervention that increased paid sign-ups by 37.5 percentage points, reduced cost per trial by \$700, and achieved 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 discovery and evaluative research into diverse mental-health needs, translating findings into accessible and emotionally safe product interventions
- used research evidence, clinical constraints, and user needs to co-lead a product pivot and five-month MVP launch process
- partnered with clinicians, product managers, and engineers to translate therapeutic frameworks and lived experience into a deployable mental-health product

Instrument, Experience Strategist & Researcher

New York, USA • Dec '20 to Jan '22

- investigated how parents, teens, and internal stakeholders navigated safety, privacy, and agency in digital gaming environments
- used interviews, rapid prototyping, and usability testing to translate competing needs into player-profile and parental-control experiences that informed product roadmaps and policy decisions

Shutterstock, UX Consultant (Research-Driven)

New York, USA • Aug '18 to Dec '18

- investigated barriers and opportunities among international user segments through qualitative and quantitative research, identifying gaps in the product offering.
- translated findings into product strategy and a beta experience that contributed to a 32% increase in international revenue

Cisco, UX Specialist (Researcher & Designer)

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

- conducted research and design across 20+ B2B and infrastructure projects, making complex technical systems more usable for global teams
- planned and ran interviews, contextual inquiry, surveys, and usability testing across 15+ projects, translating findings into accessible experiences for diverse international users

methods + practice

Mixed-methods research

Interviews

Contextual inquiry

Surveys

Diary studies

Concept testing

Usability testing

Behavioral metrics

Research synthesis

Intervention design

Rapid prototyping (lo-fi to hi-fi)

Experiment design

Opportunity framing

Research translation strategy

Journey mapping

Strategic roadmaps

Insight communication

Accessible design

Neuroinclusive design

Design in Mental Health

Design in Education & Learning

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