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Pardes Hanna-Karkur, Israel

Saul Wyner

Senior UX Researcher & Product Experience Lead

Research-led UX/product leader combining mixed-methods research, hands-on design, behavioral analysis, AI workflows, and data science fluency to turn complex product problems into clear, usable experiences.

SELECTED EXPERIENCE AND ACCOMPLISHMENTS

Google | *Senior UX Researcher* | February 2018–June 2021

Served as the sole researcher for 10+ stakeholders across Search verticals including language learning, public health, finance, jobs, and housing. Designed and analyzed A/B tests using internal Google tools as part of routine release evaluation, translating results into product recommendations. Developed CRUST (Contextual Real-time User Survey and Testing) for UXR and trained researchers. Findings shaped the released pronunciation experience, including feedback, phoneme guidance, and slow playback.

DIRECTV / AT&T Entertainment | *Lead User Researcher* | August 2014–December 2016

Built a research practice and operational usability lab. Hired and managed researchers, including a quantitative researcher focused on data science and analytics; implemented rolling RITE and Experiential Outcome (XO) frameworks adopted by design.

Palo Alto Networks | *Senior Staff UX Researcher* | August 2022–October 2024

Built meta-role and Experiential Outcome frameworks for Cortex incident response, adopted by Forensics and MSSP teams. Partnered with analytics and frontend teams to investigate instrumentation gaps and improve measurement. Researched complex security workflows and the use of Cortex XQL.

Microsoft / Ericsson Mediaroom | *User Experience Researcher* | February 2012–August 2014

Helped ship Mediaroom Client 2.4 and adapted Xbox's XO framework for white-label IPTV. Adapted research methods and guidance through the acquisition transition from Microsoft to Ericsson. Worked with TELUS and AT&T U-verse on usability and integration needs; named co-inventor on a published application for bandwidth-aware DVR scheduling.

Elementor | *Senior User Experience Researcher* | July 2021–August 2022

Established a benchmark across 15 Experiential Outcomes using 500 survey responses. Findings informed executive priorities and release QA; additional research guided cloud-hosting positioning and usability.

RECENT EXPERIENCE

Re:Joy Health | *Head of Research and Design*

November 2025–Present | Israel, remote

- Lead research, brand identity, visual design, artwork, interaction models, and UX frameworks for a mental-health startup in development; designs are largely complete and research continues with end users, therapists, and providers.
- Translated research into AI-guided intake that makes captured information visible and sets clear expectations of the AI's role. Define agent behavior, prompts, context handling, structured inputs/outputs, and evaluation; prototype and compare models with engineering and contribute to data science planning.

Waffle Research | *Director and Independent Consultant*

September 2024–Present | Pardes Hanna-Karkur, Israel

- Designed, built, and launched small-business websites. Researched Reel Report's early verified-media prototype with civic officials; delivered travel-accessories market, pricing, and packaging research and Power BI training for an early-career researcher.

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RECENT EXPERIENCE CONTINUED

Joystie | *Director of Research*

March 2025–January 2026

- Partnered with founders on product definition, behavioral reward and engagement models, wireframes, and contract design direction for a family screentime product.
- Combined parent/child testing and Pollfish pricing and market research to shape initial features, rewards, and parental involvement. Evidence challenged a minimal-engagement assumption and helped redirect the product approach.

Sprout | *Head of User Experience*

April–September 2025

- Shaped an AI-powered children's product through parent and teacher research, prototype testing, and Pollfish surveys. Recruited educators; findings guided educational content, assignment workflows, success criteria, and communication.
- Developed game and activity prototypes in a specialized AI framework with triggering, gating, and child-safety controls; contributed to voice model selection. Managed contract designers and communicated product behavior to engineering through briefings, presentations, and demos.

SKILLS

Research and strategy Mixed-methods research, A/B test design and analysis, usability testing, contextual inquiry, surveys, benchmarking, synthesis, behavioral design, personas, Experiential Outcomes, and research practice development.

Design and AI Flows, wireframes, prototypes, brand identity, conversational UX, prompt-based agents, structured outputs, model evaluation, and website development/deployment.

Analytics and data Quantitative analysis, survey analytics, instrumentation, metric interpretation, and data visualization; SQL experience through analysis tasks and recent Nebius Academy projects.

Selected tools Figma, Magic Patterns, Dovetail, EnjoyHQ, UserTesting, Qualtrics, Pollfish, Power BI, SQL, Python, R, SPSS, and MATLAB.

EDUCATION AND CREDENTIALS

University of Michigan School of Information | M.S.I. | 2011
Human-Computer Interaction and Incentive-Centered Design.

UCLA | B.S., Cognitive Science | 2008
Specialization in Computing; Minor in Near Eastern Languages and Culture.

Nebius Academy Israel | Certificate, AI for AI Powered Data Science Program | 2026
SQL training, Python, machine learning, GenAI applications, probability/statistics, and production workflows.

SELECTED WRITING AND INVENTION

UX Magazine, 2025: Have SpudGun, Will Travel: How AI's Agreeableness Risks Undermining UX Thinking.

Named co-inventor: Bandwidth aware digital video recording (dvr) scheduling. U.S. patent application publication 20150249803, 2015.