



Highly technical, Research & Insights leader with over 18 years of experience leading impactful, high-quality projects across multiple business and product lines at hyper-growth companies, and over 12 years of experience building, coaching, and managing strong-performing teams.

## WORK EXPERIENCE



### Director, Portfolio Research & Insights, Dropbox June 2023 – Present

Product launches: *Dropbox, Dash*

- Lead a design, marketing, operations, and quant research team of 12 focused on cross-organizational strategic research initiatives.
- Created organizational focus identifying and prioritizing customer segments—the first market & customer segmentation to be endorsed by the CEO and executive team.
- Influenced executive 3-year planning narratives leading an initiative to identify obstacles and opportunities based on prior research.
- Reduced the time to insights from hours to seconds with over 90% accuracy sponsoring an initiative that used a Large Language Model (LLM) together with a knowledge management repository.
- Increased customer-centricity launching programs to connect every Dropbox employee, including executives, with customers.



### Director, Research, Airtable September 2020 – December 2022

Product launches: *Airtable*

- Founded and managed a marketing, operations, and user research team of 21–15 whom I personally hired, including 5 managers, 3 of whom were promoted. Attained one of the highest employee engagement scores in the company, averaging 83/100 in 2022.
- Defined and shifted the company's strategy to focus on marketing and product operations use cases leading a qualitative and quantitative research initiative in collaboration with cross-functional partners.
- Improved the usability of Airtable exceeding an annual company goal to launch 25 product improvements, 2 of which I implemented and launched myself, sponsoring an initiative that identified 75+ usability issues.



### Director, Research, Uber March 2018 – June 2020

Product launches: *Uber, Uber Eats, and Uber Works*

- Increased annual recurring revenue by a projected \$66M by increasing awareness, trial, and usage across Uber's services as a result of a company-wide initiative, redesign, and vision for the future of the Uber app informed by a series of strategic research projects.
- Saved an estimated 1,000 hours of work annually developing a service to automatically scrape insights, facts, and opportunities, as well as associated metadata, storing it in a repository to make insights discoverable across the entire company.
- Automated the analysis and visualization of customer reviews training a neural network with 88% accuracy.



### Head of Research, Instagram March 2014 – March 2017

Product launches: *Instagram, Bolt, Boomerang, Layout, and Stories*

- Founded and managed a team of 16 product researchers—all of whom I hired, transitioning 2 to the manager track, and promoting another.
- Developed a process—known as Rolling Research—for conducting rapid, iterative product research utilized by the Facebook Research team and further refined the process to reduce costs by 80% while increasing moderation quality.
- Launched Instagram Stories which had 250M daily active users in the first year leading research with the Instagram leadership team.



### Senior User Experience Researcher & Manager, Google July 2010 – March 2014

Product launches: *Chrome, Chrome for Mobile, and Chrome OS*

- Increased performance and reduced memory consumption in Chrome and Chrome OS developing and patenting (US8341519) an algorithm to manage tabs.
- Launched and patented (US20150052473) a tab and window manager for Chrome OS, which was empirically shown to improve the efficiency of window management over competitors, the results of which were published at CHI 2016 (14.5% acceptance rate).
- Informed hardware and software decisions for Chrome OS and Chromebooks leading 5 cross-functional teams to gather feedback from consumers, students, and teachers across the US during the Chromebook pilot program.



### User Experience Researcher, Microsoft October 2007 – June 2010

Product launches: *Visio 2010 and the Global Experience Platform for Office 2010*

- Created the first process for conducting user experience research at the Microsoft Canada Development Center.
- Saved 100+ people-hours per testing cycle by developing a service to automate the provisioning of remote usability testing.



### Research Fellow, Oxford e-Research Center, University of Oxford October 2006 – September 2007

- Published 2 technical reports to the Engineering and Physical Sciences Research Council (EPSRC), as well as 1 book chapter and 2 conference papers researching collaboration and project management in e-Science.

## EDUCATION



### Ph.D., Computer Science, University of Bath

October 2003 – March 2007

### First-class B.Sc. (Hons), Computer Science, University of Bath

October 2000 – June 2003

## ACHIEVEMENTS

- Launched Seer—an AI-powered research repository and tool; and, Q—a conversational interface that collects data using surveying methodologies.
- Over 6000 followers across platforms such as LinkedIn and Medium.
- Invited to present at over 20 industry events and write more than 5 articles—more than half of which were paid.
- Issued 6 patents with an additional 3 pending review.
- Published 27 peer-reviewed publications in top-tier conferences and journals that have less than a 25% acceptance rate, including 1 best paper award.



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