

Ibrahim Tannira

Senior User Researcher

I'm Ibrahim, a User Researcher with 8 years of experience conducting mixed-methods research for B2B and B2C companies, currently exploring how AI can augment research workflows and strengthen insight storytelling.

Previously, I worked in sales and marketing, helping companies expand their reach and acquire new customers in both B2B and B2C spaces.

My experience in sales and marketing has been integral to how I approach research today. I see myself not just as a user advocate, but as a connection point between the user, the product team, and the business. I craft research narratives that give teams clarity and direction, transforming insights into actionable strategies.



WHAT I'M LOOKING FOR

I'm based in San Francisco and looking for a full-time role with a team that values rigorous mixed-methods research and AI-augmentation

My Skills & Experience

I have 10 years of experience in research with 4 years managing, mentoring, and growing research practices for consumer and enterprise products.



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Transition into research

Was on a team that conducted 8 research studies in 1 year including a 3 city in-person interview study with 450 physicians to understand how we could reduce paperwork so doctors have more time to spend with patients.



Improving Merchant UX

Hired as a UX Researcher and was promoted 2 years later as a Lead UX Researcher. Planned, conducted, and analyzed research about vendor experience, impacting 375,000 merchants in 4,000 US cities.



Growing A Team

As the UX Research Manager, I grew the team from 3 - 10 people and operationalized research practices to increase our project capacity by 25% year over year.

Etsy

Next Up ...

Climbing higher with the Delta UX Research team to deliver exceptional digital experiences for travelers and Delta team members.

As a Senior User Researcher, I'm skilled in 3 key areas:



Creative User Research

Blending traditional methods with innovative approaches like co-design within interviews or participatory techniques that prompt active thinking. This creative integration pushes participants beyond surface-level answers, yielding nuanced insights standard interviews wouldn't surface.



Collaboration and Building Trust

Treating stakeholders as partners in planning and execution fosters investment and ownership. This shifts research from report handoffs to ongoing strategic conversations, educating teams on research's potential and elevating UXR from service to thinking partner.



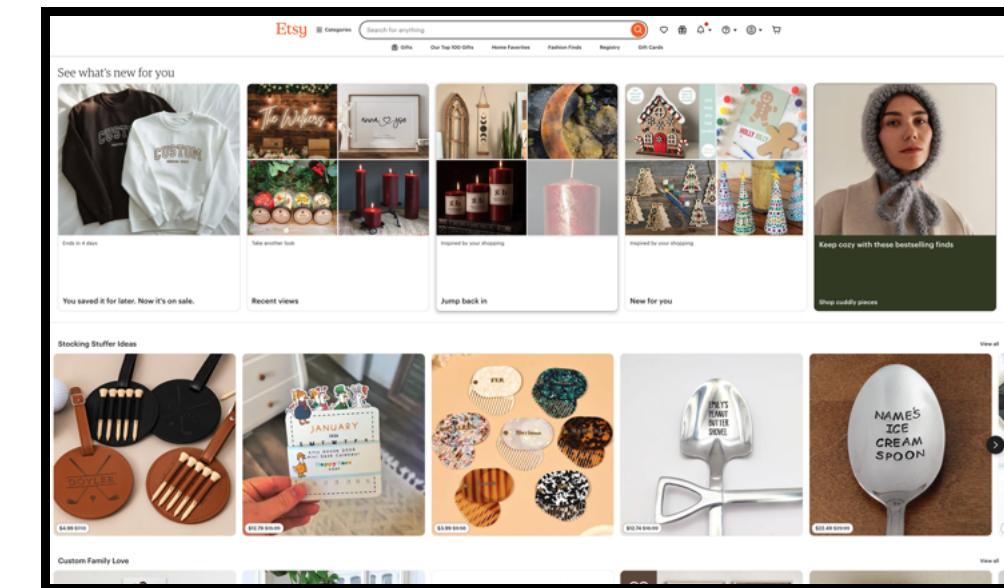
Process and AI-powered Research

I optimize workflows through templates, organized systems, and strategic AI integration across planning, recruitment, and analysis. This accelerates timelines without sacrificing quality, enabling more ambitious research while founding Etsy's AI for Research Club to evangelize responsible adoption.

My Projects

Some Of My Work

This project is one of the pieces I'm most proud of and highlights my core strengths in impacting product strategy and execution.



Reimagining Etsy's Homepage Experience

Company: Etsy

Research role in guiding Etsy's homepage redesign to a 17% increase in click-through rate

Company: Etsy

Project Summary

Converting business vision and user frustrations into a refined discovery experience by bridging strategic goals with user research to deliver stronger customer satisfaction and increase CTR

Responsibilities

- Stakeholder Management
- Exploratory Research
- Participatory Design
- Concept Testing

Timeline & Team

3 Months

Product Manager | Product Designer | Data Analyst | Engineer Manager | Senior Stakeholders

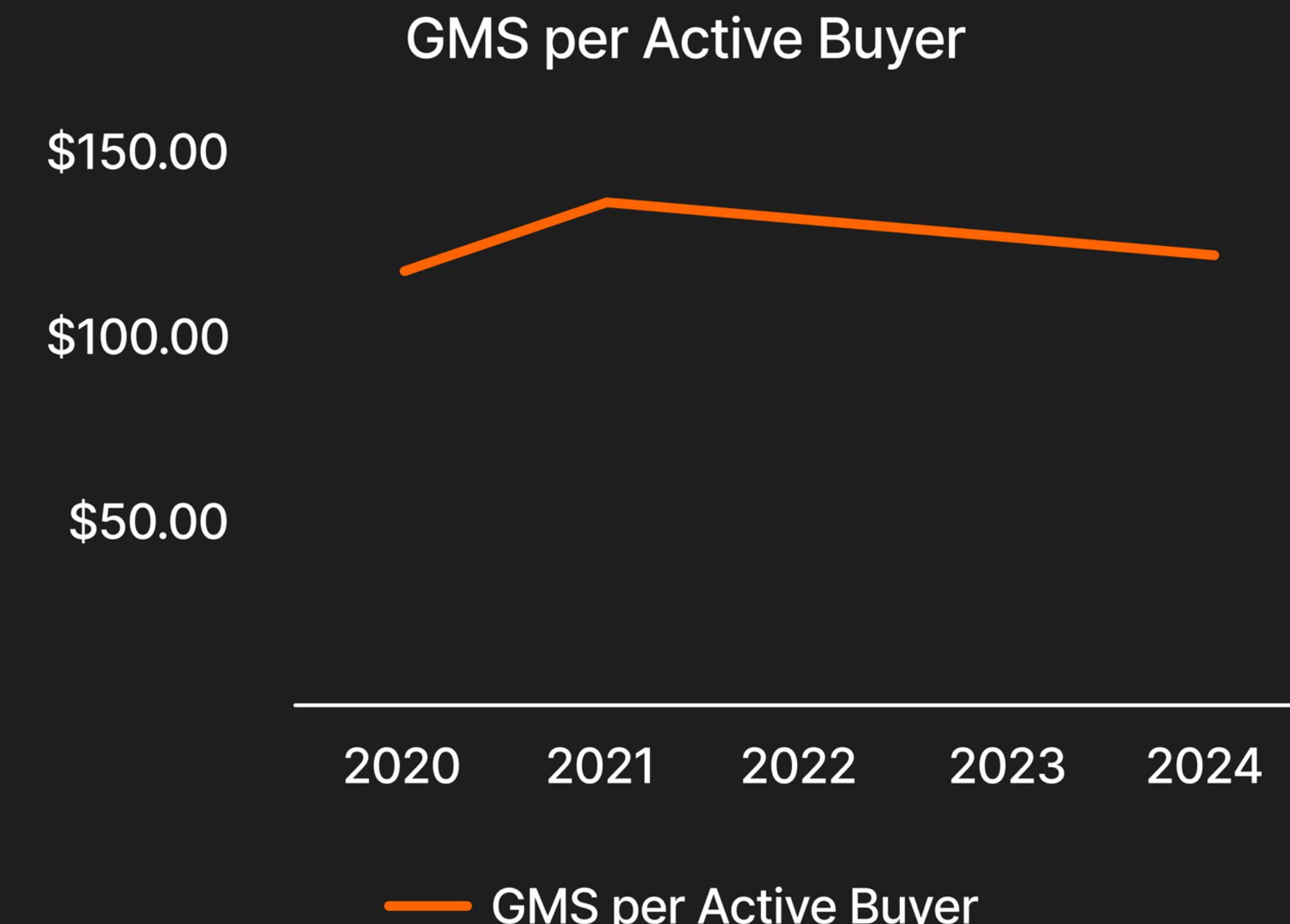
Results

- +17% CTR
- New Etsy homepage
- Discovery design principles



Etsy, a global marketplace for handmade and creative goods, saw growth plateau as existing strategies failed to capitalize on pandemic-era buyers.

- The challenge: create a discovery experience to reignite growth by sparking curiosity and deepening loyalty to increase Gross Merchandise Sale (GMS) per buyer



Etsy, Inc. 2024 Integrated Annual Report

By over-prioritizing immediate conversion over discovery, Etsy unintentionally discouraged browsing and exploration, missing chances for buyers to add more items to their carts in a single visit.

Etsy's new discovery-first strategy aimed to inspire buyers and drive growth. **My first step was translating that vision into a research roadmap with clear next steps.**

I sought to:

Uncover

how buyers find inspiration today and where pain points occur along their shopping journey.

Define

what “discovery” means for Etsy and the buyers and how it should manifest across the buyer experience.

Align

product, design, analytics, engineering, and ML around a shared experience direction to deliver discovery at scale.

PROCESS

Over 3 months, I led 3 research projects that aligned cross-functional teams, tested key assumptions, and uncovered opportunities that guided Etsy's homepage redesign.



Aligned stakeholders and defined research questions

Facilitated stakeholder interviews to surface competing priorities, existing assumptions, and open questions about the homepage.

Interviewed 15 buyers to define discovery

Ran 15 unmoderated sessions to capture broad behavioral patterns, followed by 8 moderated interviews to dig deeper into motivations shaping product and research next steps.

9 Co-Design Sessions to Shape the Homepage Direction

Explored buyer mental models and generated solutions by having participants sketch, build, and refine homepage concepts hands-on, giving the design team actionable direction for the new homepage

Validated the new homepage through 8 concept tests

Through **4 moderated and 4 unmoderated tests**, I evaluated the new design for comprehension and usability issues before launch.

Before researching buyers, I led **stakeholder interviews to align teams and define the questions that would test our key hypotheses.**

This translated into 4 focus areas:

- 1 How and where do buyers discover new items and find inspiration?
- 2 What should a “discovery experience” look like for Etsy?
- 3 Do we need an independent discovery surface or an integrated one?
- 4 How do buyers browse Etsy today, and where does discovery play a role in their journey?

“ We’d like buyers to find the deep gems of Etsy that they didn’t know they needed

Etsy stakeholders

I planned and conducted 15 remote unmoderated shop-alongs followed by 8 moderated interviews, revealing that buyers didn't associate Etsy with discovery or inspiration.



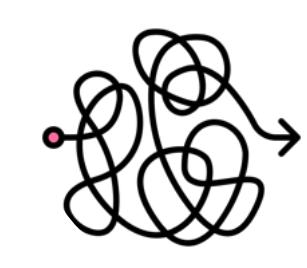
Discovery happened outside of Etsy

Buyers sought inspiration on platforms like Pinterest or Google, coming to Etsy only when they already had a specific idea in mind.



Etsy's homepage offered little incentive to scroll

Above-the-fold space was dominated by marketing banners and recently viewed items, pushing discovery modules to the bottom where buyers rarely scrolled.



Etsy's homepage felt chaotic

Buyers described it as disorganized and overwhelming, with an inconsistent layout and seemingly random recommendations that discouraged exploration.



Quantitative data reinforced these findings, the customer experience tracker showed 49% of buyers visited with specific intent, while behavioral analytics revealed search vastly outperformed discovery modules.

I transformed qual, quant, and analytics insights into a clear research finding:
Etsy doesn't need a standalone surface for discovery; it needs a redesigned homepage powered by personalized discovery.

Buyers expect to discover on the homepage

With the homepage being a top-trafficked surface, integrated discovery can capture users early and encourage exploration before they default to search

Redesign the homepage to compel buyers to scroll

Etsy's homepage should focus on personalized recommendations, emphasizing discovery and inspiration.

RESEARCH

Instead of pitching new concepts, I ran nine co-design sessions where buyers built their ideal homepage, clarifying what to keep, cut, and elevate.

1

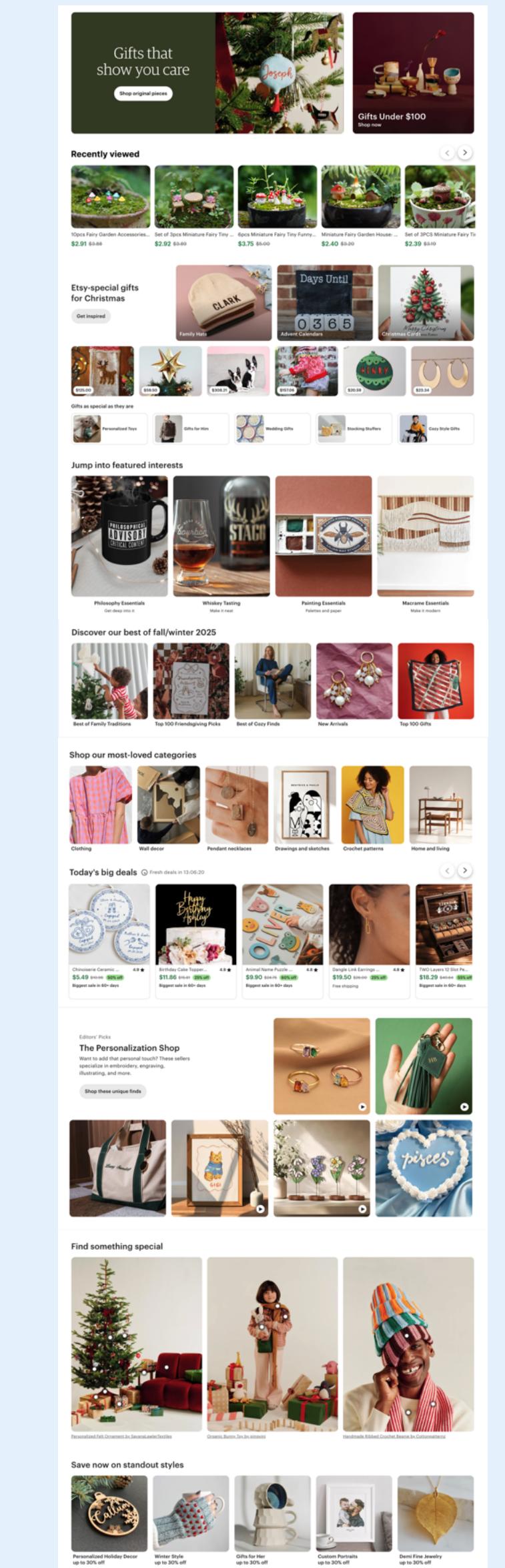
Co-design revealed true buyer mental models

Insights into what buyers prioritized and overlooked guided the new homepage design, information architecture, and content strategy.

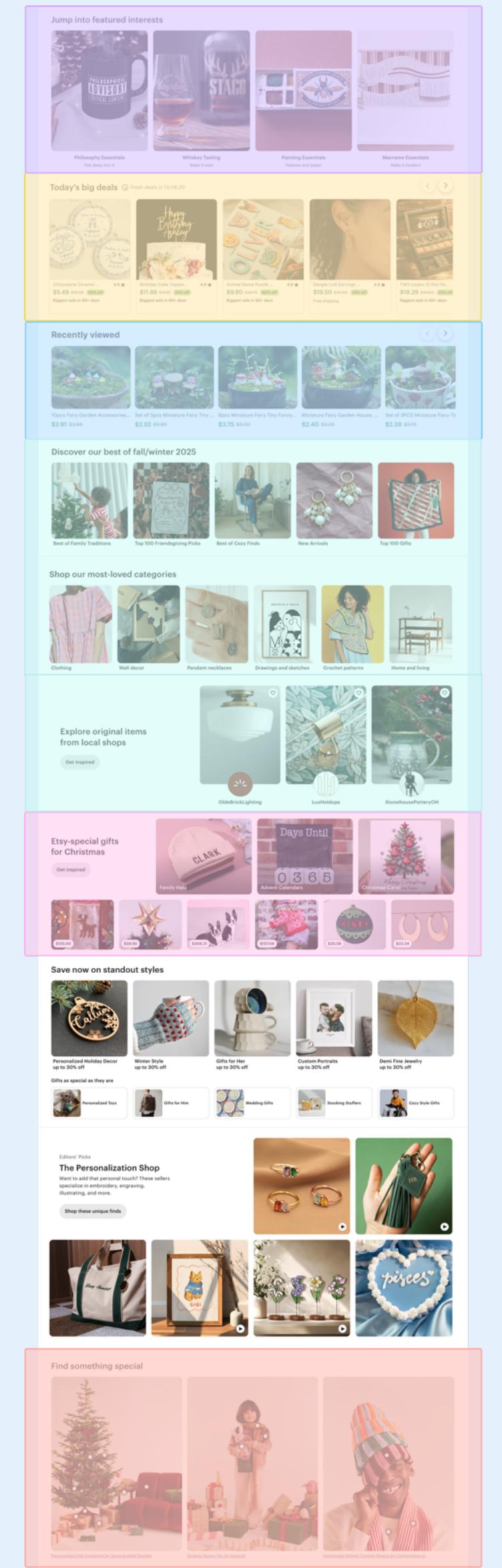
2

Co-design unlocked new opportunities

By having buyers create solutions instead of react to ours, we grounded the redesign in their real priorities rather than internal assumptions.



Etsy
Homepage



Participant's
redesign outcome

Discovery Module / Personalized

Sales Module / Personalized

Recently viewed

Non-personalized module

Seasonal Module Non-personalized module

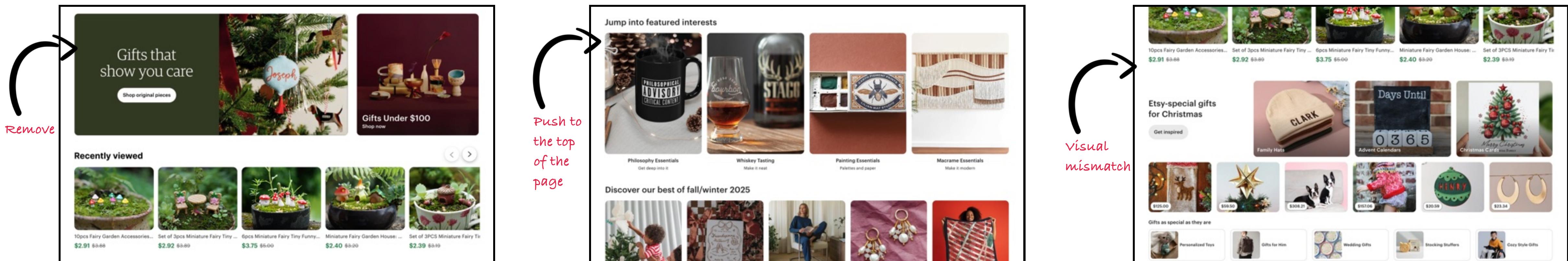
Gifting Module

Branding Module / Banner

Co-design Analysis

Branding Module / Banner

Research drove 3 design changes: remove the banner, push discovery above the fold, and make browsing easier.



Remove the Promotional Banner

Co-design sessions showed buyers unanimously eliminated it; behavioral data confirmed only 4% engagement despite prime placement.



Push Discovery Modules Higher

Buyers prioritized "Recommended for You" and deals over recently viewed items, which they managed through favorites and cart.



Create Visual Consistency

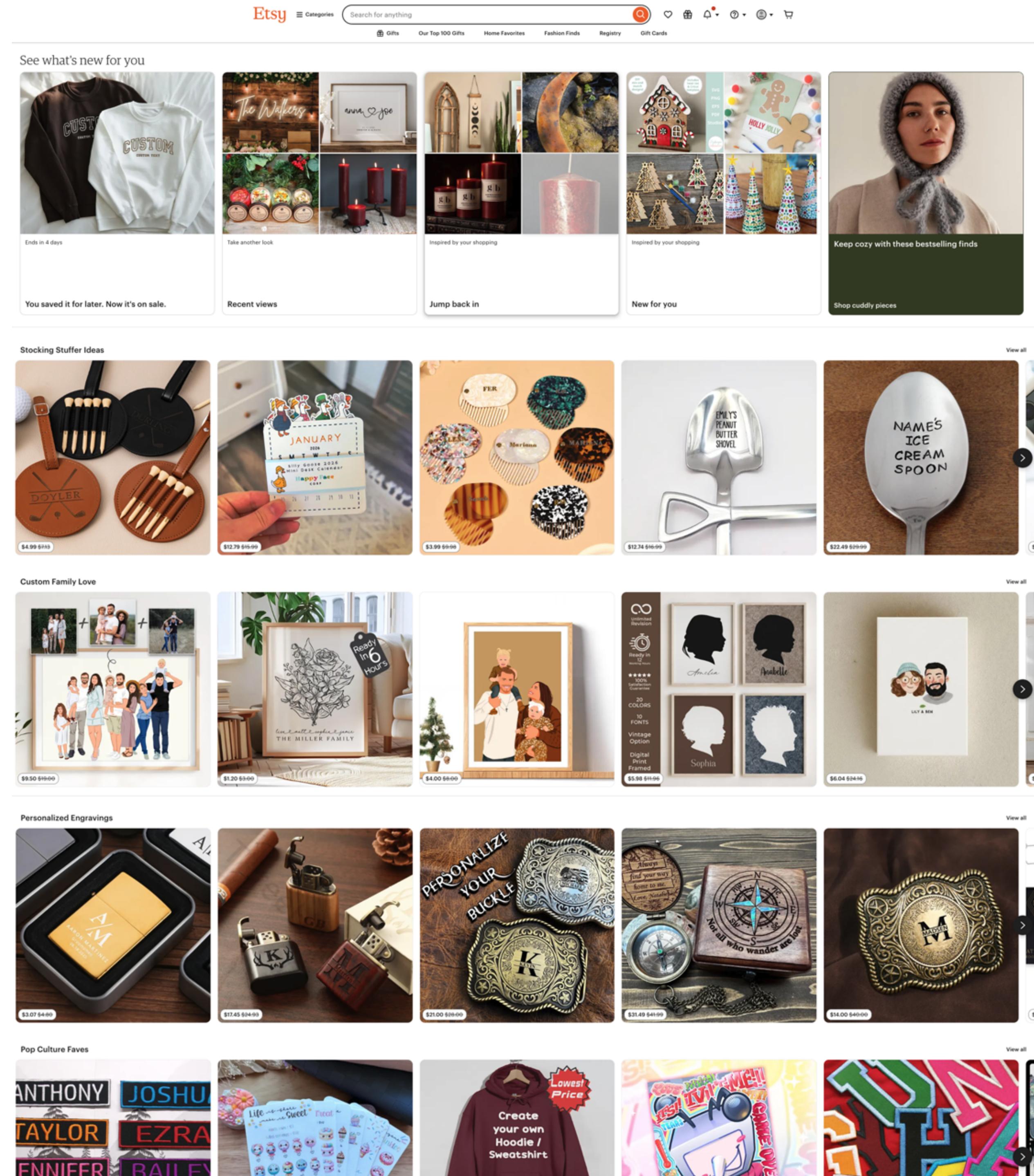
Buyers contrasted Etsy's chaotic layout with Pinterest's cohesive experience, making consistency a core design principle.

RESEARCH

I ran 8 usability sessions validating the approach; no major issues emerged, but 2 minor fixes improved the final experience.

Side scroller clarity: The navigation button wasn't immediately clear to all buyers. I recommended making the affordance more visible

Module click-ability: Some buyers tried clicking module titles to explore on their own terms. I recommended making titles clickable to give buyers more control



3 months of research translated into a redesigned homepage that prioritized discovery over conversion.

RESEARCH IMPACT OVER 3 MONTHS

1

validated new
homepage design

17 %

Increase in homepage
CTR

3

Guiding principles for
designing
personalized
experience

Why I'm A Great Fit

Industry Activities

AI Analysis Article Contributor - 2025

Featured in Brad Oreg's article 'AI for UX Analysis & Synthesis,' contributing expertise on AI-assisted qualitative analysis workflows and providing detailed implementation guidance

[Link to article](#)

[Link to detailed guide](#)



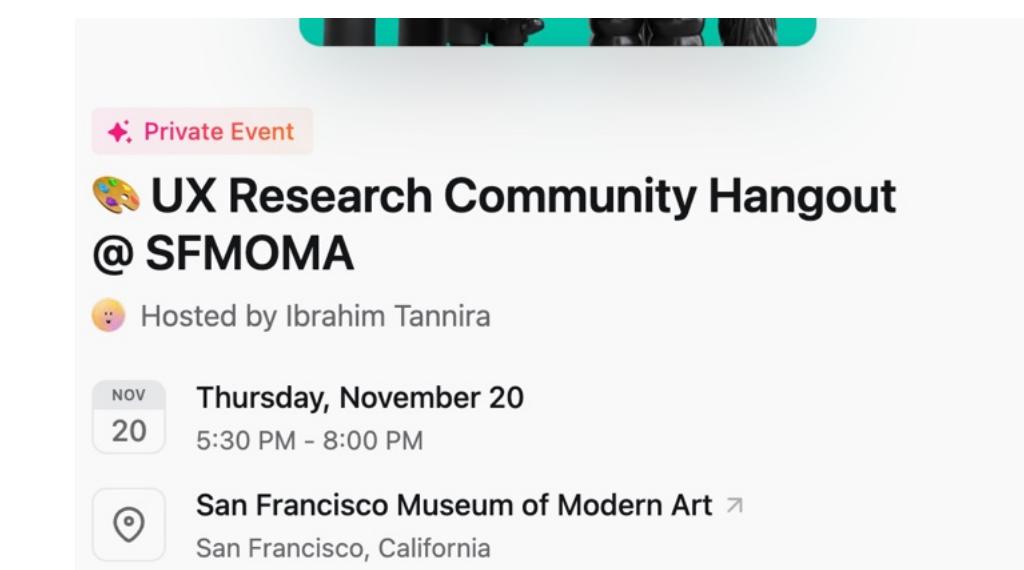
AI for UX Analysis & Synthesis: Taming the Messy Middle

Brad Oreg, UX Leader & Head of Research (ex-Webflow, Auth0)

This is Part 4 of a 5-part series on AI in UX Research. If you missed them, check out Part 1 for an overview of AI across the research workflow, Part 2 for

Researchers at the museum - 2025

Organized UX Research Community Hangouts in San Francisco, hosting networking events for Bay Area researchers at the SFMOMA



Private Event

UX Research Community Hangout @ SFMOMA

Hosted by Ibrahim Tannira

NOV 20 Thursday, November 20 5:30 PM - 8:00 PM

San Francisco Museum of Modern Art San Francisco, California

Industry Activities

World IA Day Boston - 2020 & 2021

Co-organized WIAD 2020 (in-person) and 2021 (virtual) at Lesley University, recruiting speakers, managing event promotion and logistics.

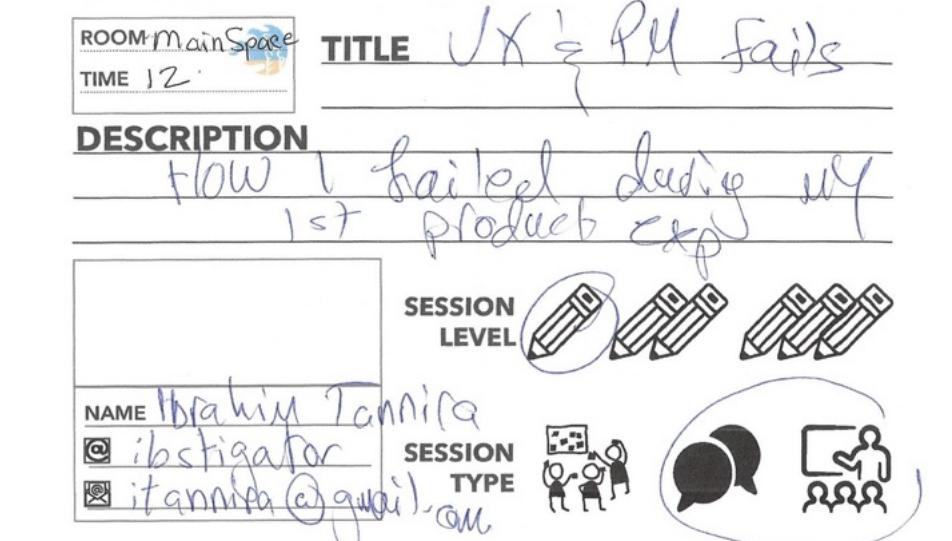


[World IA 2020 Boston Link](#)

[World IA 2021 Boston Link](#)

UXCamp NYC - 2019

Gave a talk on real-world UX and product fails, distilling lessons from working on two products.



THANKS FOR YOUR TIME!

**Want to hear more about my experience
or what I'm looking for next?**

Let's talk:

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