

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

Working across scrappy, technical, voice-first, and strategic environments shaped my adaptability and my ability to lead product teams through research.

2018 - 2020



Transitioning into user research

Early in my career, I juggled diverse roles: solo researcher on internal tools, agency consultant, and embedded product team member. This trial-by-fire across environments forced me to master every aspect of research quickly.

2021



Improving my craft as a rapid researcher

At Google as a rapid researcher, I refined my craft in communicating insights. I learned to craft compelling narratives and tailor messaging for diverse stakeholders, making findings accessible and actionable across organizational levels.

2022



Futuristic tech and voice UX research

At Amazon Alexa as a contractor, I navigated complex stakeholder dynamics around futuristic product visions while exploring unconventional methods like Wizard of Oz testing for voice user research, expanding my methodological toolkit.

2022 - 2025



Guiding teams on what to build or skip

At Etsy, I moved beyond execution into strategy, helping teams decide what to build and what to skip. I pioneered AI-augmented research methods while balancing user needs with business goals throughout the product lifecycle.

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.



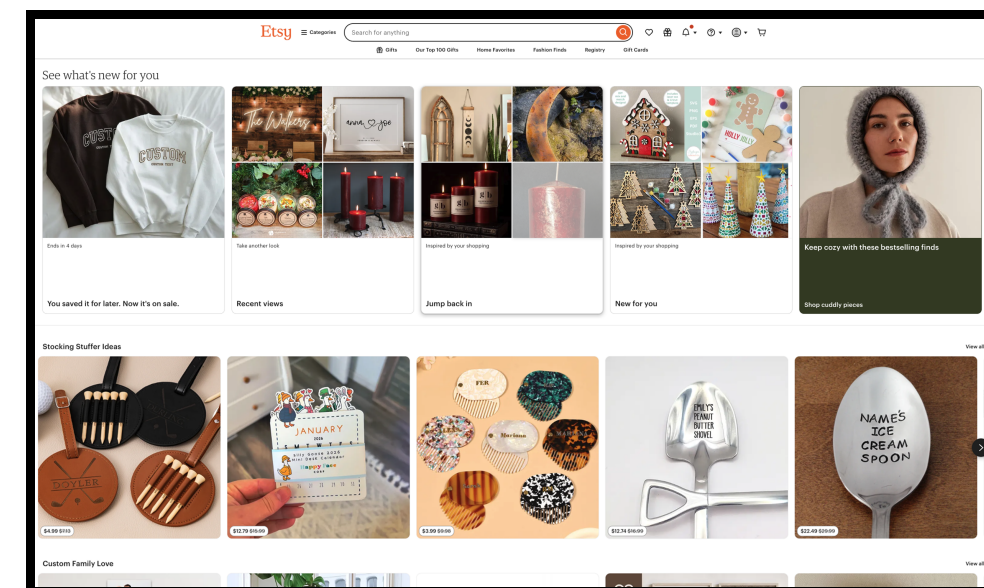
Process and AI-powered Research

Optimizing workflows through templates, organized systems, and strategic AI integration across planning, recruitment, and analysis. This intentional layering speeds timelines without compromising rigor, enabling teams to take on more ambitious research with greater clarity and confidence.

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

Timeline & Team

3 Months

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

Responsibilities

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

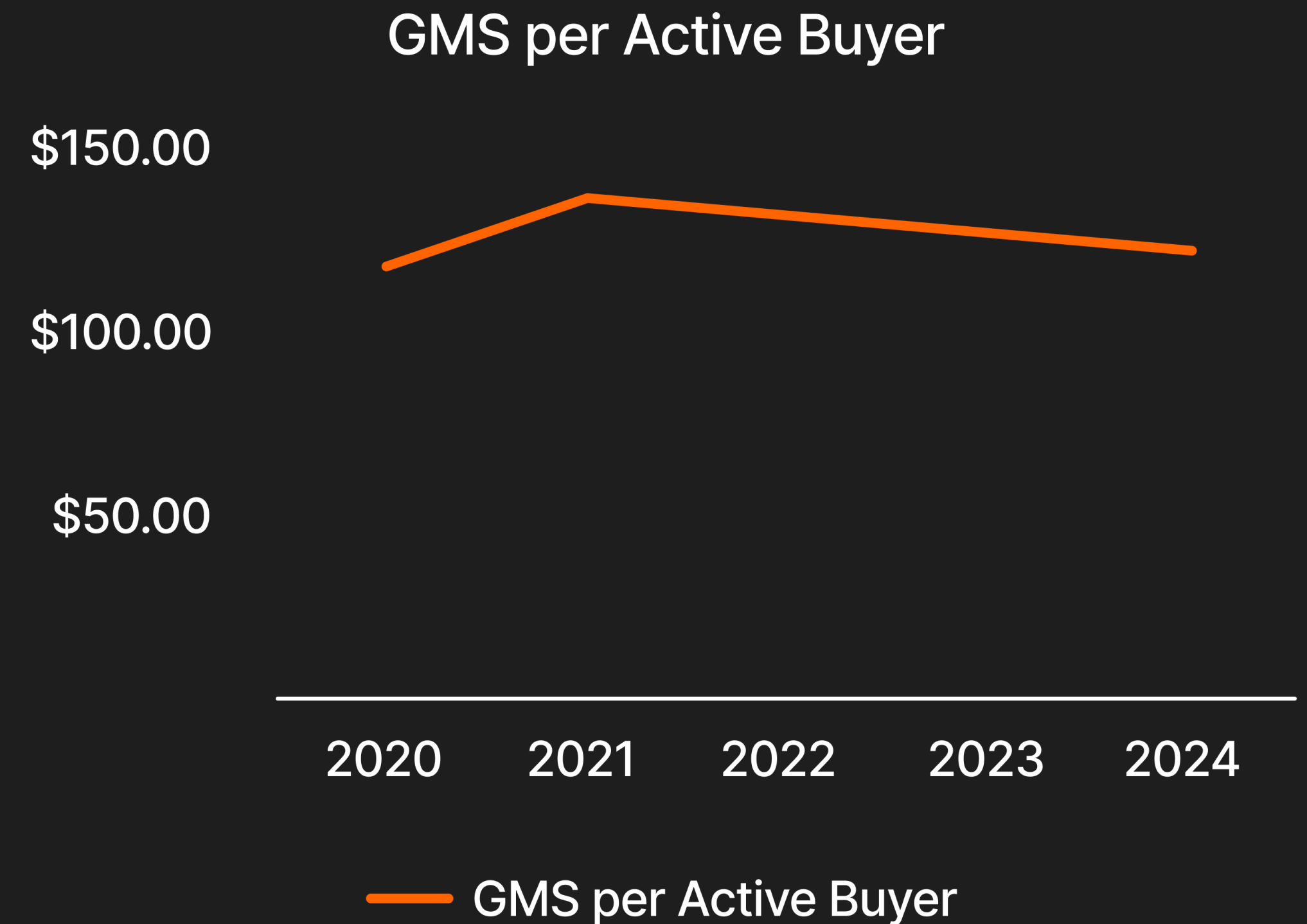
Results

- +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

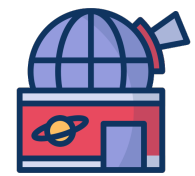


Etsy, Inc. 2024 Integrated Annual Report

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.

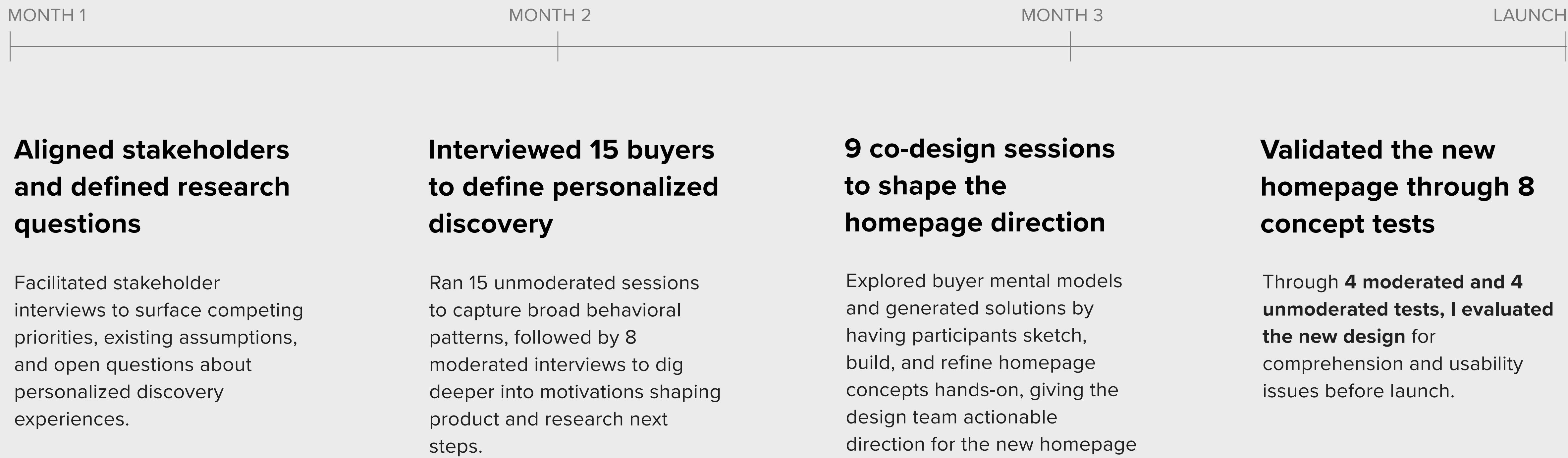


Align

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.



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* ”

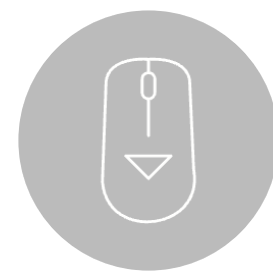
Etsy stakeholders

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.**



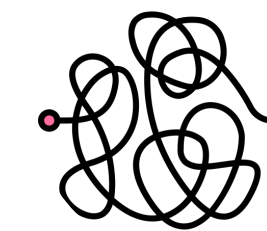
Discovery happened outside of Etsy

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 9 co-design sessions where buyers built their ideal homepage, clarifying what to keep, cut, and elevate.

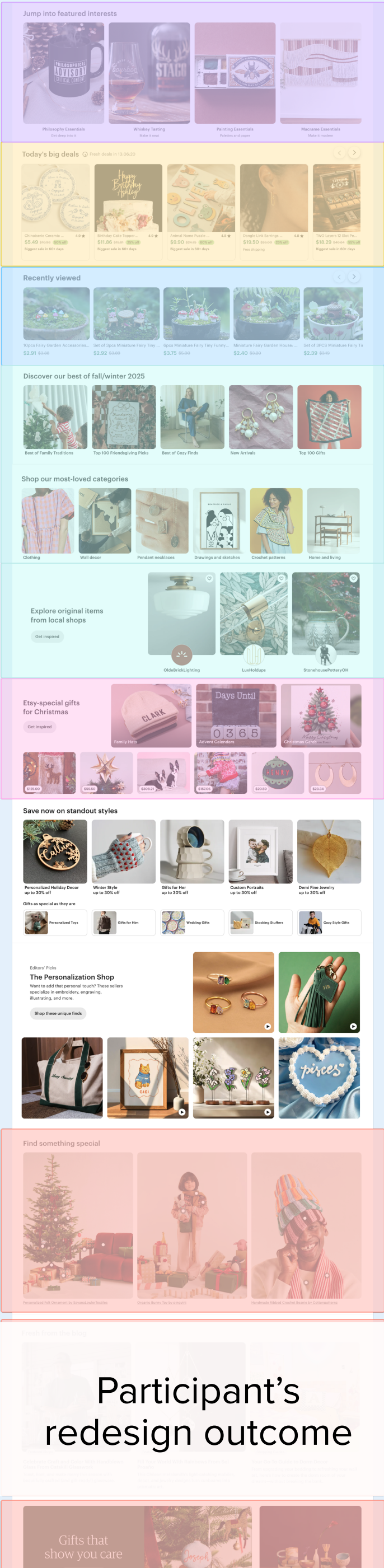
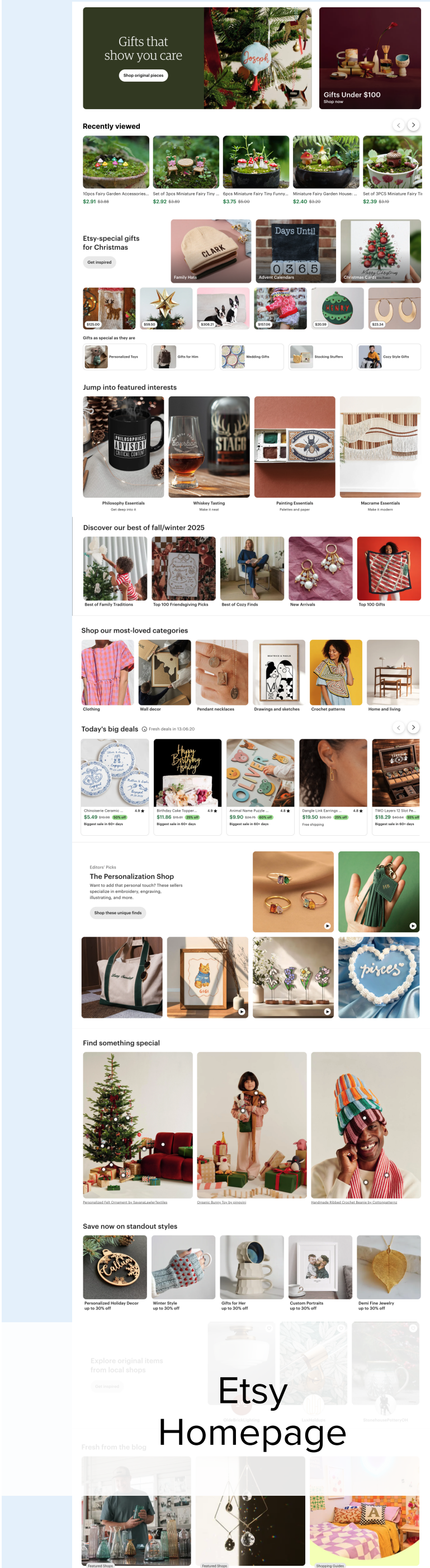
- 1

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

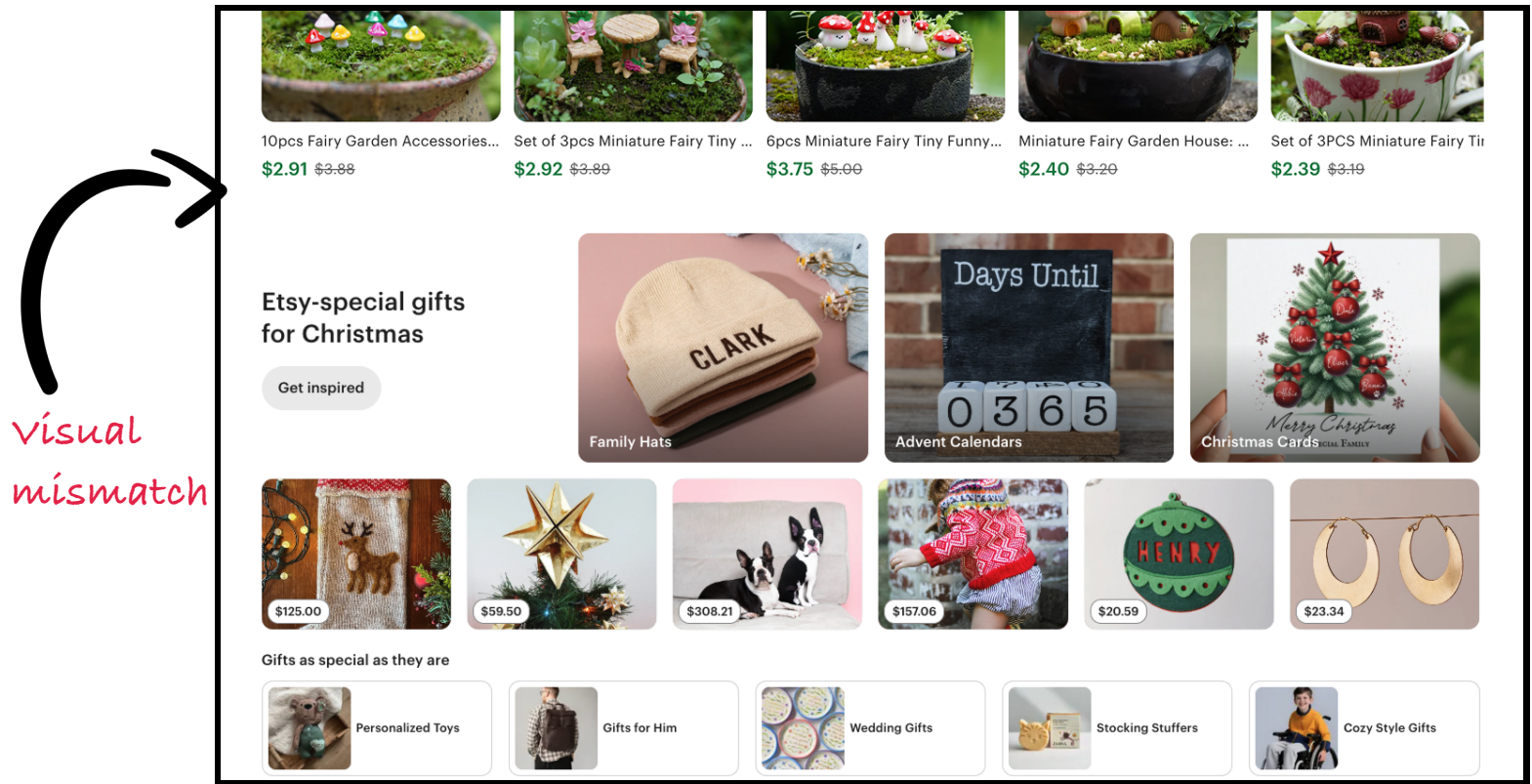
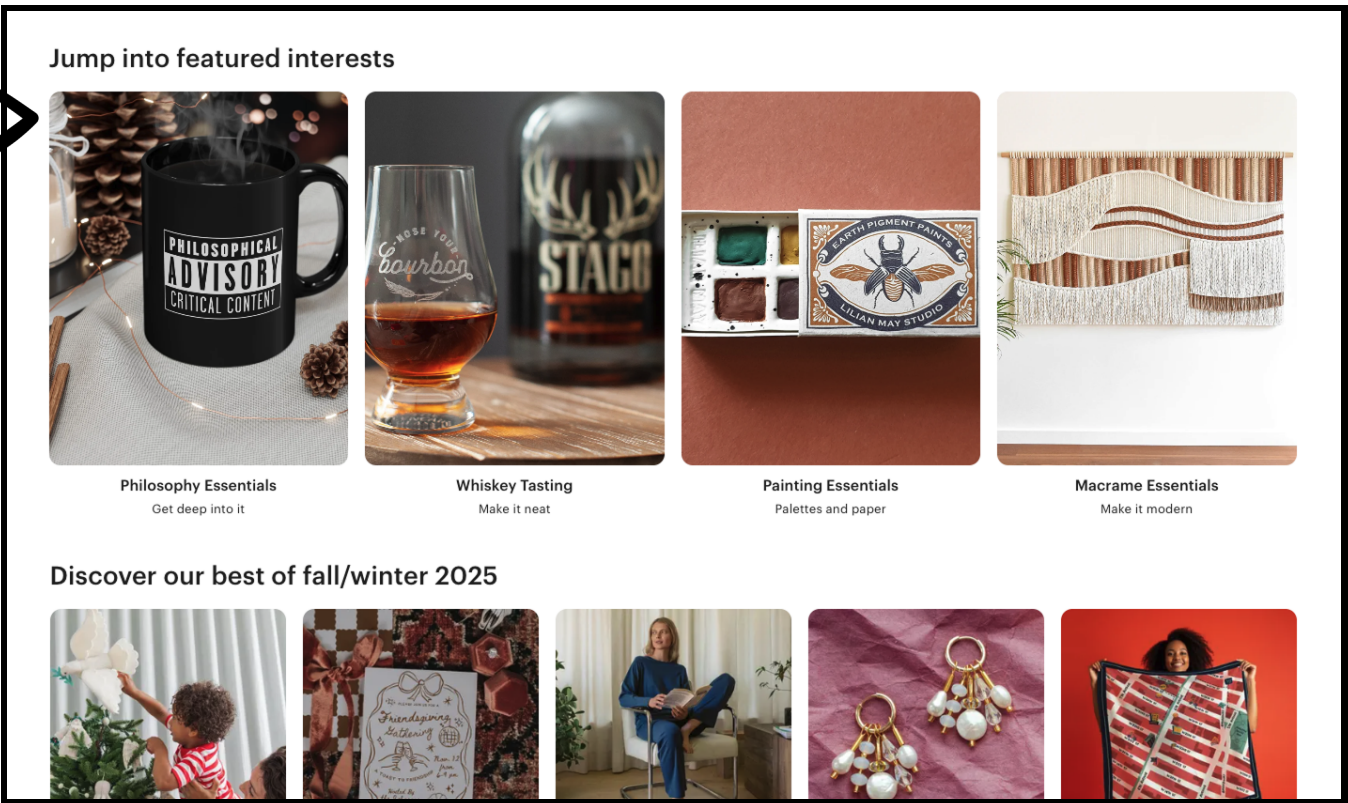
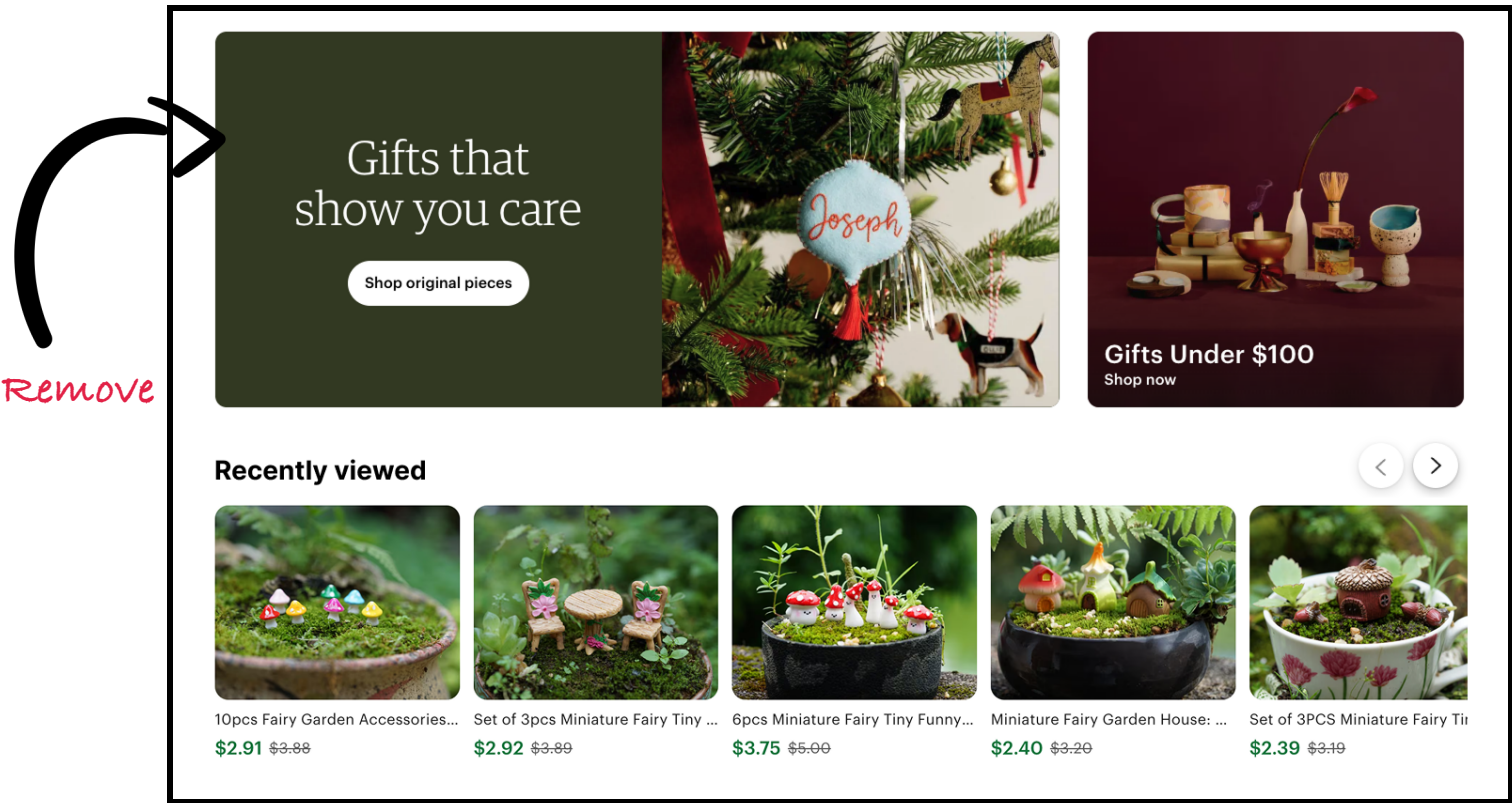
Co-design unlocked new opportunities

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



- 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.



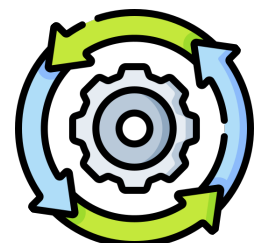
Remove the Promotional Banner

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



Push Discovery Modules Higher

Buyers prioritized "Recommended for You" and "Deals" over "Recently viewed items", which they managed by saving their items in favorites and/or the cart.



Create Visual Consistency

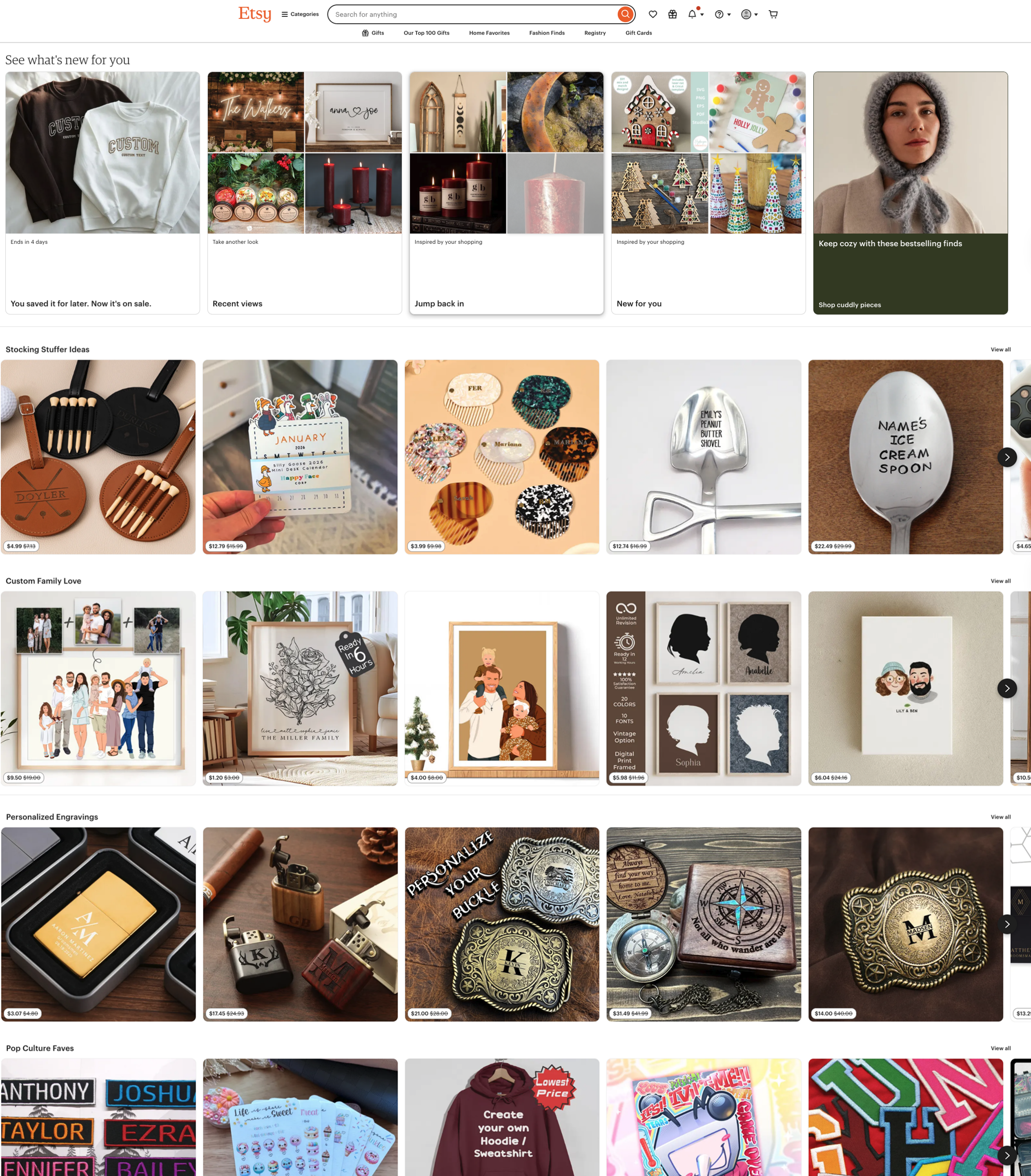
Buyers contrasted Etsy's chaotic layout with Pinterest's cohesive experience, making consistency a core design principle.

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 clickability: 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

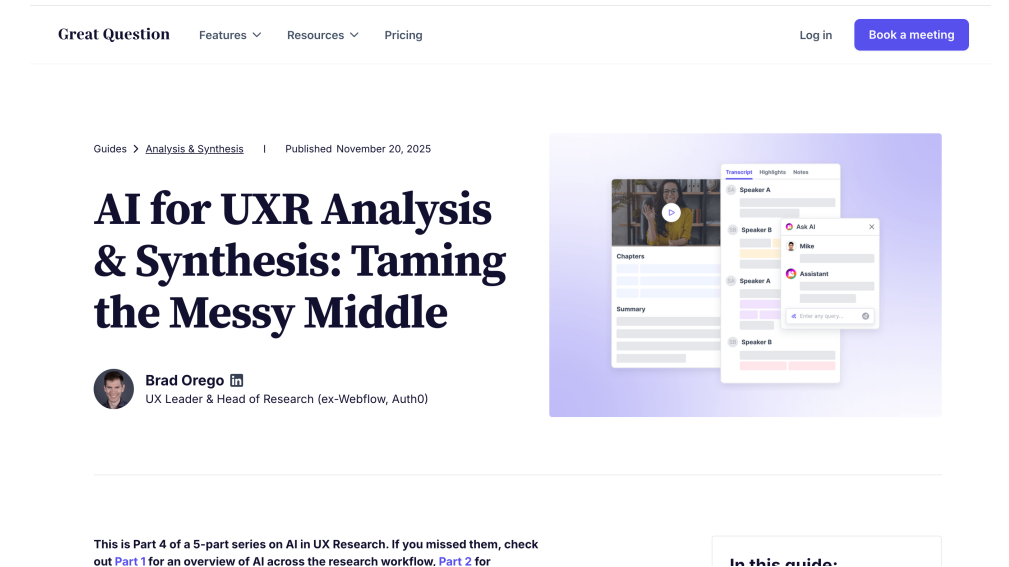
Industry Activities

AI Analysis Article Contributor - 2025

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

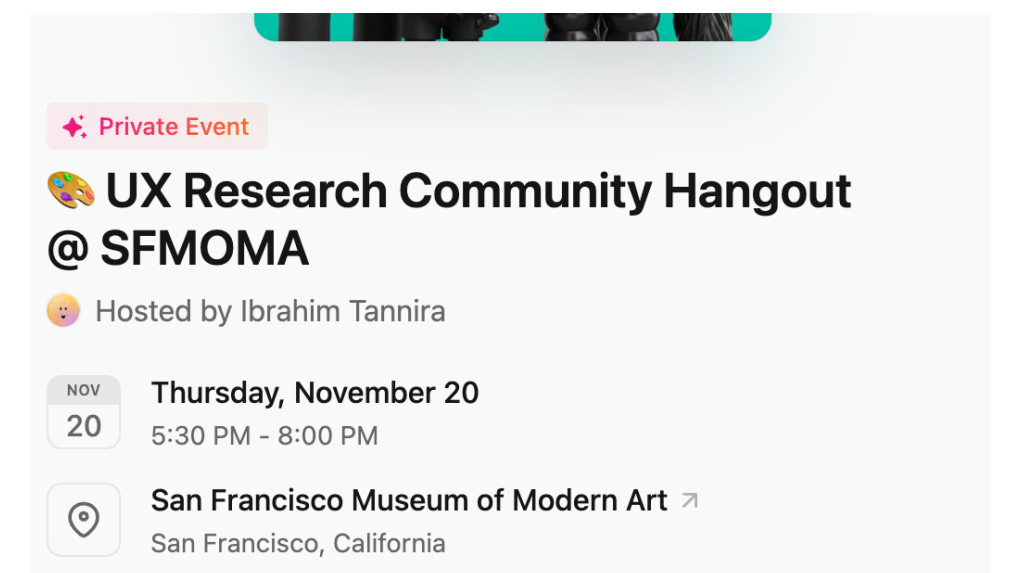
[Link to article](#)

[Link to detailed guide](#)



Researchers at the museum - 2025

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



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.

ROOM: MainSpace TIME: 12:00	TITLE: UX & PM fails
DESCRIPTION: How I failed during my 1st product exp	
NAME: Ibrahim Tannira ibstigafor itannira@quid.com	SESSION LEVEL: SESSION TYPE:

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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