

Tiffany Kanamaru

Mixed Method UX Researcher
7+ years driving Product Strategy

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EXPERIENCE

Snapchat, Palo Alto, CA

Senior UX Researcher, Content & Creators Feb. 2024 - Present

- Sole researcher supporting Snapchat's Content and Creators organization, driving research and product strategy across filming, editing, and posting short form video content on Spotlight (Snapchat's short form video feed)
- Led mixed-methods research that defined strategy and development of Timeline Editor, a new in-app video editing tool suite, resulting in +7% Spotlight posts
- Established recurring benchmark surveys to measure editing tool experiences over time and against competitors, directly informing quarterly product roadmaps
- Mapped end-to-end video creation workflows that became the strategic framework used by teams to identify product opportunities and inform roadmap priorities
- Shaped product strategy by presenting research insights to executive leadership (CEO, VP, and Director)

UX Researcher, Ads

Feb. 2022 - Feb. 2024

- First researcher supporting the entire ads organization at Snapchat; established core research practices and became fully embedded as a strategic partner in product decisions
- Led mixed-methods research informing the development of Snapchat's Creator Marketplace, a new product that allows businesses to run ads with Snapchat creators which generated \$100k in daily revenue within its first year
- Built a usability program for ad formats, delivering insights for 15+ ad formats and informing UX improvements that increased CTR by 3-7% across formats

Amazon, Los Angeles, CA

UX Researcher, Ring

Feb. 2019 - Feb. 2022

- Led 80+ qualitative and quantitative user research studies across 9 product teams, informing strategy and driving improvements across Ring home security devices, mobile app features, subscription services, and the e-commerce website

EDUCATION

UCLA - BS, Cognitive Science with a Specialization in Computing

SKILLS

Qualitative Methods

In-depth interviews, Contextual inquiry, Usability testing, Journey mapping, Card sorting, Persona development, Diary studies

Quantitative Methods

Survey design & analysis

Tools

Qualtrics, UserTesting, Figma, Maze, Dovetail, Excel, R, SPSS, ChatGPT, Claude