Fisola Famuyiwa

New York, NY • fisolafamuyiwa.com • fisolafamuyiwa@gmail.com • ln/fisolaf

EXPERIENCE

Adobe July 2023 - Current

Experience Researcher II | New York, NY

- Co-organized Innovation Week 2025 and led 2026 team formation, communications, onboarding and submissions across Design and Research; consecutive satisfaction ratings were above 8.0.
    - Developed ADCXO Innovation Week 2026 strategy by synthesizing retro survey responses and qualitative interviews; pitched a new model adopted for 100+ participants and 26 final projects; designed and launched a web dashboard enabling participants to browse project ideas and self-select teams.
- Co-developed the PEEP rapid-research program spanning 10+ Experience Cloud products; delivered actionable AI, agent and workflow insights in 2-4-week cycles and standardized research reporting and stakeholder communications.
- Led foundational B2B Jobs-to-Be-Done research with 20+ interviews of strategic marketers and sales reps, mapping customer journeys, workflow pain points and opportunities for AI support.
- Conducted mixed-methods research for generative AI experiences in Acrobat desktop and Illustrator web; presented findings to cross-functional leadership and co-facilitated Adobe Summit 2024 focus groups.

Nutshell January 2022 – May 2022

Product Design Intern | Ann Arbor, CA

- Prototyped CRM forms editor and timeline features; conducted heuristic evaluations of B2B CRM trial experience; collaborated with engineering to implement improvements.

PROJECTS

Habits for a Better World June 2024 – Current

Climate Change 1G Research Lead | Remote

- Managed on-site execution of a multi-station campus activation, overseeing volunteers, logistics, safety, and participant flow while engaging 80 students and increasing Instagram audience by 17% in less than 24 hours.
- Led and facilitated an international research team exploring climate impact through fashion, food, and technology; conducted generative research across US, UK, Canada, and India.

RECOGNITION & AWARDS

Promoted to Experience Researcher II at Adobe 2025

National Institute of Health Intramural Research Training Award Fellowship 2017, 2018, 2019

EDUCATION

University of Michigan, Ann Arbor 2021 - 2023

Master of Science in Information with emphasis on UX Research & Design, HCI, Social Computing

Master's Thesis: “Environmental News Seeking and Sharing Behaviors of GenZ”

University of Maryland, College Park 2017 - 2021

Bachelor of Science in Physiology and Neurobiology

SKILLS

Research Methods: Contextual inquiries, Diary studies, Exploratory research, Generative research, Jobs-to-Be-Done, un/Moderated interviews, Usability testing, Survey design, Rapid research, Stakeholder workshops, Journey mapping

Analysis & Tools: Airtable, Claude, dScout, Jira, Thematic Analysis, Miro, Maze, Tableau, Usertesting

Design: Canva, Express, Figma, Illustrator, Premiere Pro